TWEETING GOVERNMENT:

AN ANALYSIS OF KENYA'S NATIONAL EXECUTIVE LEADERS' USE OF *TWITTER* AS A COMMUNICATION TOOL

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UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA

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by

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Student's Declaration

I, the undersigned, declare that this is my original work and has not been submitted to any other college, institution or university other than the United States International University-Africa in Nairobi for academic credit.

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In accordance with United States International University – Africa policies, this thesis is accepted as partial fulfilment of the requirements for the Master of Arts in Communication Studies

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Dedication

I dedicate my thesis work to God, my family many friends. A special feeling of gratitude to my loving parents, Andrew and Hellen Githinji, whose words of encouragement and push for tenacity still ring in my ears. My brother Kennedy and George, you are both very special. I also dedicate this dissertation to my many friends, especially; Finlay Kimani, Derrick Maingi, Desiree Gomes, Maureen Sande, Ian Mugoya, Emily Manjeru, Maryann Ngure and Eric Macharia Mahindu for supporting me throughout the process; I will always appreciate all you have done. I dedicate this work and give special thanks to Mercy Wangari my friend and mother to my wonderful son Ayden Wanjohi, for being there for me throughout the entire programme. Both of you have been my best cheerleaders.

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Abstract

Important political conversations in Kenya have taken place on the *Twitter* micro-blogging social media platform. In 2013, a 'digital' government led by Kenya's President Uhuru Kenyatta and Deputy President William Ruto embraced *Twitte*r as a medium of communication. This study is an empirical assessment of the nature of *Twitter*'s use in government communication by all the members of Kenya's National Executive (NE) who include: The President, his Deputy, Cabinet Secretaries and the Attorney-General, from July 2016, when the government year began, to September 2016. The aim of this study was to analyze the extent to which Kenya's National Executive Leaders (NELs) were using *Twitter* in their daily work, interacting with online audiences and applying dialogic content strategies in their *Twitter* profiles to establish and enhance relations with their online followers and citizens. An interaction analysis found that majority of the National Executive Leaders had *low interactions* with their followers at 66.7 per cent, while only 1.9 per cent of the understudy had *highest interactions* with their followers, 14.7 per cent had *average interactions,* 13 per cent had *high interactions* while 3.7 per cent had the *lowest interactions*.

Leaders used the *Twitter* platform to broadcast formal information as the study found that 87.5 per cent of the broadcast information related to government activities while 12.5 per cent published content unrelated to government activities. Of the three dialogic principles investigated, only *usefulness of information* was significant, while both *dialogic loop* and the *generation of return visits* were absent indicating a more content-focus as opposed to engagement with followers. The findings show that the situation on the use of *Twitter* for governance needs to improve. Further research should focus on how the leaders are using other social media platforms such as Facebook, Instagram, blogs, and YouTube for effective governance.

Keywords: Twitter Utilization, National Executive Leaders, Twitter, Social Media Networks, Social Media Strategies, Dialogic Communications, Governance

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Social media has in the recent past become a major force to reckon with in all areas of communications and this has changed the way communication is handled on all fronts including social, economic or political spheres. Government communication has also leveraged the influence of social media where both politicians and citizens integrate it into their communication.

According to Segado-Boj, Diaz-Campo, and Lloves-Sobrado (2015), the successful use of the social media by Barack Obama in the 2008 presidential election to connect with voters, mobilize volunteers and amass a huge campaign war chest and his reliance on the internet, especially social network sites, was thought to have been critical to his victory.

The use of media among leaders to inform and influence citizens is not a new phenomenon. In fact, this practice can be traced back in history (Ssozi, 2016). Over the years, however, it has taken various forms, which have been influenced by changes in the media landscape. For instance, Ssozi (2016) posits that the advent of new media tools, which gave the microphone over to the citizens has been perceived as a way to boost participation between government and its citizens. Therefore, today, these new media tools such as *Twitter, Facebook, Instagram and YouTube,* have given ordinary citizens a platform to communicate to the world and to their leaders directly (Ssozi, 2016). Panagiotopoulos and Sam (2012) argue that *Facebook, YouTube,* and *Twitter* are among the most popular social networking platforms, also referred to as web 2.0.

In Kenya, social media platforms have gained acceptance as a medium of communications both at work and as part of social life (Ssozi, 2016). While opening *Facebook* offices in South Africa, the firm revealed that there were 4.5 million active

monthly users in Kenya (Adday, 2015). This growth, adoption, and acceptance of social networking platforms were propelled by a growing youthful population (Authority, 2016). In a country with over 45 million people, 79 per cent of the population is said to be under 35 years of age (Douai & Olorunnisola, 2013). Douai and Olorunnisola (2013) posit that as digital technologies continue to traverse all aspects of contemporary life, citizens are adopting new tools to enable them to exercise their rights; access information at their convinience and perform their civic duties.

A study investigating the relationship between youth engagement on social media and their interest in politics, found out that *Faceboo*k is an important source of political information and news (Schreiner, 2015). In Kenya, *Facebook* has replaced traditional media, such as television, radio and newspapers as a source of news among the youths (Schreiner, 2015). Young Kenyans use *Facebook* to express themselves and to debate political issues such as employment, youth empowerment and social services. Forty-seven 47 per cent of young people using *Facebook* have already talked to a politician through a social network. Besides, youth who are active on social media were found to be more interested in politics and more willing to vote in the next election than those not using social media (Douai & Olorunnisola, 2013).

In addition, one cannot ignore the fact that fast strong internet penetration has heralded the adoption and acceptance of social networking platforms. Data aggregated from Miniwatts Marketing Group (2017) and published by the *Daily Nation* shows that Kenya leads Africa in internet penetration at 70 per cent. Additionally, 7 out of 10 Kenyans are using the internet (Otieno, 2016). This same author also notes that the increased growth in internet use has been catapulted by affordable mobile phones in the market, cheaper internet bundles offered by mobile operators, and improved connectivity from fiber optic cables. He further asserts that the majority of Kenyans access the internet through their mobile phones.

This fact is supported in Higgins' (2015) study which observed that Kenya's mobile phone penetration rates stood at 80 per cent and that almost every man and woman on the street had a phone and this tool was changing lives.

Moreover, to gain an understanding of the role of digital media in Africa, there is a need to look at *Twitter* as a communication tool. *Twitter* was founded in 2006, by Jack Dorsey, Evans William, Biz Stone and Noah Glass. Worldwide, there are a lot of studies about *Twitter*, but the most captivating observation is that *Twitter* Inc co-founder Evans William sent his first tweet from Kenya in 2007 (L.P, 2014). Globally, *Twitter* has over 1.3 billion registered users and 313 million active users monthly (Frier, 2016). Although, *Twitter* itself has not released any official data on how many active users it has, data provided and released by a communication firm, *Portland Communications*, ranked Kenya fourth in Africa among the countries that the tweeted most with 76 million geolocated tweets (Agutu, 2016).

Tomaselli and Sundar (2011) revealed that *Twitter* users in Africa are using the medium to keep themselves informed on national issues. Therefore, *Twitter* is no longer a western or frivolous phenomenon (Tomaselli & Sundar, 2011). It is clear that Africans are using it, and it would be foolish to miss an opportunity of reaching citizens through it (Tomaselli & Sundar, 2011). This study focuses on *Twitter*, which is a type of social networking platform. *Twitter* is extensively used for social conversations, with 81 per cent of African users using it to converse with friends (Tomaselli & Sundar, 2011). This shows that social media cannot be neglected as an important channel for young people and has helped get them more interested and involved in politics, leadership and governance (Adegoke, 2016). Simon, Goldberg, Aharonson-Daniel, Leykin, and Adini, (2014) asserts that *Twitter* is highly used in Kenya and thus serves as a popular platform for sharing information.

Globally, governments, ministers, elected leaders and political elite have come to appreciate the role of social media tools, while at the same time embracing them as either

broadcast or conversation platforms (Waters & Williams, 2011). For instance, a 2016 study by Twiplomacy revealed that about 80 per cent of African leaders were on *Twitter* although some were neither active nor well -connected to their counterparts. The study further revealed that 'Africa is home to some of the most conversational leaders on Twitter' (Twiplomacy, 2016). Kenyan President Uhuru Kenyatta and his Rwandan President Paul Kagame, were ranked among the top 50 of the most followed and active world leaders on *Twitter*. Arguably, *Twitter* has not only become a popular communication tool but also important to their political and personal lives (Ssozi, 2016). There is no doubt that the trend of African presidents on Twitter is an indication that the platform is being used as a participatory tool, since it offers two-way real-time interaction and engagement. In Africa, any government that embraces social media in its communication is considered as innovative government (Panagiotopoulos & Sam, 2012).

Therefore, it can be argued that the presence of the presidents on *Twitter* gives citizens a chance to engage them in political debate (Ssozi, 2016). It is also important to note that in countries like Kenya, Rwanda and Uganda, where the presidents are active on *Twitter*, other public institutions have followed suit and are engaging Citizens on service delivery (Ssozi, 2016). If these institutions are emulating the presidents, then there is a critical need to capture and analyze what the political elites and minister are using *Twitter* for. Hence, this research explored the tweets of National Executive Leaders (NELs) – President, Deputy President, Attorney-General and all Cabinet Secretaries- to establish their *Twitter* presence, to understand what they tweet about, and how they interact with their followers. The study aim is to understand if the National Executive Leaders were using *Twitter* as a broadcast or conversational tool. By adopting Kent and Taylor (1998) dialogic communications framework principles, the study sought to discover if the National Executive Leaders use *Twitter* to communicate about government-related or non-government related activities.

To complete this investigation, the study applied Kent and Taylor's (1998) Dialogic *Communication Principles*. These principles are: *Dialogic Loop, Usefulness of Information and Generation of Return Visits*. The study not only focused on discursive practices of the National Executive Leaders, but also keenly observed and referred to the discourses surrounding the understudy in order to gain critical insights on these principles on government communications.

1.2 Statement of the Problem

The application of dialogic principles in social networks is still underutilized. The study uses Kent and Taylor's (1998) dialogic principles: usefulness of information, the return of visits, and dialogic loop to establish the extent to which the National Executive Leaders in Kenya are using *Twitter* as a communications platform.

Today, the internet evolution in the country has encouraged Kenyans to embrace social media platforms as communication channels. Social media platforms such as *Twitter* have become an important element in the lives of individuals of all ages. In particular, the young generation consumes news and interacts with friends and peers via *Twitter* (Adegoke, 2016). Therefore, *Twitter* has become an indispensable communication platform for them. The platform has given the young Kenyan, who forms 65 per cent of the total population, a voice to be heard and as well as self-validation (Adegoke, 2016). *Twitter* has become a popular meeting place, particularly for young urban Kenyans, in part because the exchange of short text and image-based tweets is suited for those using mobile phones to access the Internet.

A recent study, showed that Kenya is the second most active nation on *Twitter* in Africa, after South Africa and that Kenya's President is the most followed leader on Twitter in Sub-Saharan Africa with 1.4 million followers (Simon et al, 2014). According to a 21 November, 2011 article published on *Forbes.com*, Uhuru Kenyatta is noted to have leveraged

the power of social media to reach the young Kenyan electorate. Today, the President's *Twitter* account has transformed from a political campaign platform to a government communication medium (Ssozi, 2016). This was evident when the President appointed blogger Denis Itumbi as Director Digital, New Media and Diaspora in the Executive Office of The President (EOP). The President uses the platform regularly to inform the public about key activities related to his office, to ensure that Kenyans are informed about his activities (Ssozi, 2016).

His use of *Twitter* has opened a new form of communication by government officials. Simon et.al, (2014) reported that during the Westgate Mall Attack government officials communicated from the scene by providing eyewitness accounts, by leveraging *Twitter*. By doing so, the government officials' messages were perceived as a credible source of information (Simon et.al, 2014). There is a widespread acknowledgement of the potential benefits of social media platforms by individuals (celebrities, politicians and sportsmen/women), businesses and institutions (Kigumo, 2016).

The study sought to make an empirical and methodological contribution to the emerging questions by presenting an overview study of *Twitter* by Kenya's National Executive Leaders. The exploratory research leveraged the online research tool (*Twitonomy*) to capture a large dataset of *Twitter* data from the official accounts of 23 National Executive Leaders.

The study's findings are useful in advising the current government on how to improve its engagement with citizens, after an analysis done using the *dialogic loop principle*. The study contributes to knowledge and insights on the role of *Twitter* in government communication at a time when newspaper readership is declining (Otieno, 2016). This was achieved after running an analysis on tweets from Kenya's NELs using the usefulness of information principle and the generation of return visits. This was the first time

in Kenya's history that appointed government officials were on *Twitter* and the first Kenyan President is sharing government information on *Twitter*. Therefore, developing a social media strategy has become an essential part of every leader's plan to get in touch with the target audience. According to Agutu (2016) with social media sites often getting more traffic than a ministries website, it's important for National Executive Leaders to get connected.

The use of *Twitter* in today's communications is not only important but also critical since millions of Kenyans are using social networks sites daily (Howard, 2011). It is an opportunity to be in touch with large numbers of audiences quickly, constantly and at a low cost (Small, 2012). It has become a common practice for most governments across the world to create accounts on social networking sites as part of their communications strategy. Social media has a significant impact on elections given its high speed of communication and the number of its able to reach (Ssozi, 2016).

Government officials and political actors are using social networking sites to appeal to the youth by generating content that people share. They also use such sites to evaluate if their leaders are delivering (Simon et.al, 2014). This shows how advancement in technology has affected government service delivery and democratic process in general. Moreover, the information generated in this study is useful to scholars, especially those who have expressed interest in new media, e-government, and communication strategists. However, there are limited studies examining how government officials are using *Twitter* in their communication. Therefore, by using Kenya as a case study, this study addresses the gap in research on government usage of *Twitter* in the East African context.

Adopting Kent and Taylor's (1998) dialogic communication framework as the theoretical framework sheds light on how new technologies such as *Twitter* shape the government's interaction with the public, and how government leaders have embraced this technology to communicate to their publics.

1.3 Purpose of the Study

The purpose of this study was to examine how the National Executive Leaders have incorporated *Twitter* in their official duties. The study examined if the National Executive Leaders are using *Twitter* as a broadcast or conversational tool and what kind of information they share on their *Twitter* accounts and their content strategies.

1.4 Objectives of the Study

The main objective of this exploratory study was to examine the extent of Twitter utilization as a communications platform by National Executive Leaders in their government duties. It was also, to investigate how they use *Twitter* as a medium of communications and how the NELs interacts with their constituents (followers or online audiences/communities) as well as their content strategies. As such, the sub-objectives are:

1. To find out the type of content posted on National Executive Leaders' *Twitter* accounts and if they are relevant to their followers through the usefulness of information principle.
2. To find out the nature of interaction that takes place on National Executive Leaders' *Twitter* accounts applying a dialogic loop principle analysis (is it two-way communication?).
3. To find out if the National Executive Leaders employ social media content strategies in their *Twitter* accounts, using the generation of return of visits principle.

1.5 Significance of the Study

This study is important because it helps the government understand whether *Twitter* usage is conversational or broadcast tool. It also helps the public understand if the NELs uses the platform for official reasons or personal communication. In addition, it helps the public understand if the NELs *Twitter* accounts are legit or parodies. The outcome of this study also informs future legislation on social media and social media policy for the national

government. It also helps the researcher weigh options of setting up a digital consultancy firm.

1.6 Scope of the Study

The study focused on *Twitter* activities of the Kenyan National Executive Leaders (NELs), who comprised of the President, Deputy President, Cabinet Secretaries and Attorney-General. The study was conducted between, July and September 2016. The period of the study was the first quarter of the government year. The study didn't focus on two Cabinet Secretaries, Raychelle Omamo and Jacob Kaimenyi, because they did not have *Twitter* accounts at the time. Although there was information associated to them, this has not been included in the main analysis.

1.7 Limitation of the Study

The National Executive Leaders are busy individuals considering that during the period of the study, the country was headed for a General Election. Thus, it was not feasible to conduct a confirmatory interview with the NELs. Other members of the government, such as Principal Secretaries, were not included in the study, but they are important to study in the future. The author did not study Ministries, and Principal Secretaries *Twitter* accounts because of redundancy. The study did not obtain information in relations to age, level of education, and level of comfort with technology.

1.8 Assumption of the Study

The study assumed that all members of the National Executive Leaders appreciate social media platforms as a crucial part of their governance activities in their capacity as National Executive Leaders and are on *Twitter* and know how to open a *Twitter* account. The research assumed that the followers believe that the *Twitter* accounts of National Executives Leaders are a credible source of information.

1.9 Conceptual Framework

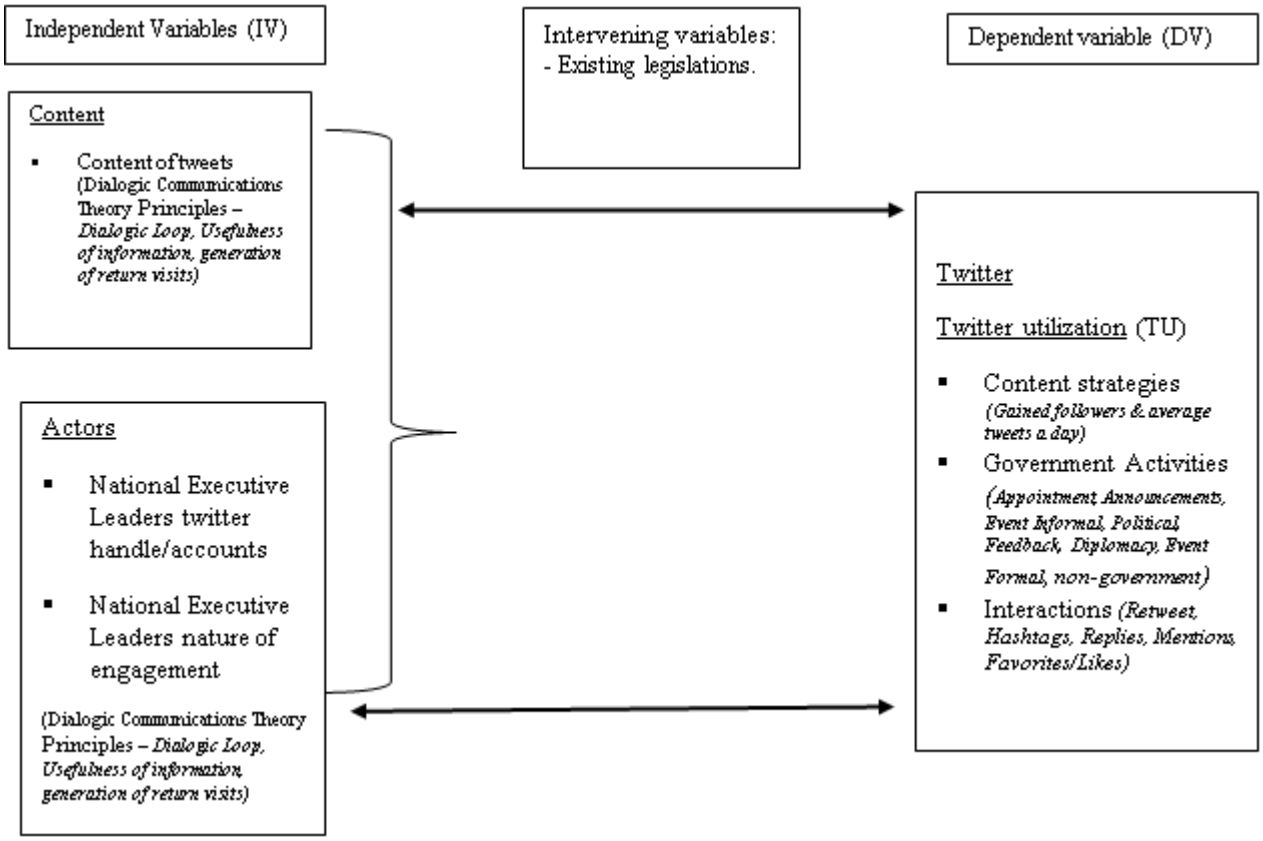

Figure 1 *Conceptual framework*

The study examined the use of *Twitter* by National Executive Leaders. The research investigated the content posted and the *Twitter* account owners, which were the independent variables. Both dependent and the independent variables were tested by use of Dialogic Communications theory, to examine which of the four principles under the theoretical framework existed and were common. The study found that the usefulness of information principle was the most common dialogic tendency.

1.10 Operational Definition of Terms

Twitter utilization – *Twitter* utilization includes usage of *Twitter* leaders in dissemination of information, presence, posting/production, curation, engagement, and metrics quantify (Simon et.al, 2014)

National Executive Leaders – National executive is President, Deputy President, Cabinet Secretaries and Attorney-General (CA, 2016)

Government activities – announcements, diplomacy, appointment, event formal, event informal, political (Lopez-Garcia, 2016)

Social media platforms – these are *Twitter, Facebook, YouTube* and *Instagram* sites (Khan, Yoon, & Park, 2014)

KOT – Kenyans on *Twitter* (Simon et.al, 2014)

Hashtags - a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic (Simon et.al, 2014)

Retweet – repost or forward a message posted by another user (Lopez-Garcia, 2016)

Tweet- a posting made on the social media website *Twitter* (Twiplomacy, 2016)

Favorite/Like - show appreciation for a Tweet or a Moment (Twiplomacy, 2016)

1.11 Chapter Summary

The chapter brought to fore the importance of the study as well as the justification of the study. Research objectives, purpose, significance, limitation and definition of terms are included in the chapter. Finally, the conceptual framework provides a roadmap of the entire study from background, variables, methodologies and theoretical framework.

CHAPTER TWO

LITERATURE REVIEW

2.1 Theoretical Framework

This paper adopted Dialogic Communications Theory to investigate the uses of *Twitter* by Kenya National Executive Leaders.

2.1.1 Dialogic Communications Theory

For over a decade, the field of communications has seen a theoretical shift, from a one-way approach of managing communication to a two-way approach and relationship building through dialogue. Today, Kent and Taylor (1998), Dialogic Communication Theory has gained traction as the theoretical framework of choice for websites and social media network pages (Waters, Canfield, Foster, & Hardy, 2011), because it analyses the two-way communications approach and relationship building dialogue.

Kent and Taylor (1998) defined the approach as "any negotiated exchange of ideas and opinions." The authors posit that dialogue is collaborative and immediate. Therefore, inherent in dialogic communication are skills from all parties including listening, contextualization of issues, finding common ground and consideration of long-term goals (Waters et al., 2011). Kent and Taylor (1998) also established a framework of five principles to examine the organizational use of dialogues and interactions on web sites. These principles are the dialogic loop, the usefulness of information, generation of return visits, ease of use/interface, and conservation of visitors.

2.1.2 Dialogic Loop

A dialogic loop is enabled when one party involved in the communication invites the other (s) to engage, interact, act, or reply (Taylor, White, & Kent, 2001).

This may be an invitation to a group chat, call to action or question prompt. Some argue that even if all four other principles of dialogic communication are met, without facilitating a dialogic loop, there is no dialogic communication (Baumgarten, 2011). According to Kent and Taylor (1998) communicators can embed the feedback loop in the tactic itself online, which allows publics to directly communicate with the organization. Sequentially, this allows organizations to directly receive questions, concerns, or problems from the public (Agozzino, 2015). Kent and Taylor (1998) assert that organizations need to make sure someone inside is dedicated and well-trained to respond to publics' inquiries online (Agozzino, 2015).

2.1.3 Usefulness of information

The second principle, the usefulness of information, is evaluated by whether the content (either of the message, web page, tweet, email, etc.) is relevant to the organization, its goals, and the audience (Baumgarten, 2011). This information can come in a variety of forms, including information about the organization itself, current news stories, annual reports, upcoming events, ways to help the organizations and more (Rybalko & Seltzer, 2010). Organization websites should strive to be the go-to place for their publics to get information pertaining to the organization. Based on this, the usefulness of information principle considers that organization websites should provide valuable information that is relevant to their publics and information that aligns with their publics' interests, values, and concerns (Kent & Taylor, 1998). Moreover, the information should satisfy the needs of their publics (Agozzino, 2015).

2.1.4 Generation of return visits

The third is the generation of return visits principle. The same authors concluded that return visits are often generated through explicit invitations for users to return to the web page at a later date. Additionally, providing users with information

that would deepen their knowledge about the organization is another method of generating return visits (Baumgarten, 2011). The concept of propinquity (Kent & Taylor, 2002) theorizes that this is so because individuals are more likely to engage with organizations which they share closeness and familiarity. Kent and Taylor (1998) emphasize that content needs to be updated regularly by the organization, as well as their publics, for visitors to have a reason to return to the site.

2.1.5 Ease of use/interface

In previous research, the fourth principle of ease of use/interface has been used to evaluate web pages for multiple browser compatibility, speed of page loading, ease of navigability, availability of a site map, easily accessible home page (from other pages), making important links clearly identified, and having a website search box (Taylor et al., 2001). This principle is more applicable for evaluating web pages of unique origins, rather than information communicated through a single interface (as is the case with *Twitter*).

2.1.6 Conservation of visitors

According to Taylor et al. (2001) organizations should attempt to keep visitors on their websites as long as possible, which leads to the fifth principle, conservation of visitors. Organizations should conserve visitors by limiting unnecessary links outside of the site and providing clear paths back (Waters et al., 2011). Once a visitor leaves the site through another link he or she may never come back (Agozzino, 2015). The goal is to keep visitors on the organization's site; thus, the site should be "interesting, informative and valuable" to organization publics (Kent & Taylor, 1998).

This framework has since been applied to a variety of organizational websites, including universities and institutions (Waters et al., 2011). Studies have investigated the potential of the dialogic approach to relationship building via an organizations'

website. These researchers have investigated a number of organizations including Fortune 500 Company websites, activist websites, community college, and charity websites. In general, researchers found organization websites were employing several features of dialogic communication in that they were easy to use, informative, and encouraged users to stay on and to return to the site (Agozzino, 2015).

Bortree and Seltzer (2009) analyzed environmental advocacy groups' *Facebook* pages to determine the dialogic strategies at work on advocacy groups' profile. Given a purposive sample of 50 environmental advocacy *Facebook* pages, the researchers found the advocacy groups were using usefulness of information, ease of use, and conservation of visits with regard to dialogic strategies. Additionally, the researchers found the advocacy groups were not using generation of return visits or the dialogic loop strategies. The researchers concluded the groups have great potential to increase the dialogic strategies employed by the environmental advocacy groups on *Facebook* as an attempt to build relations with their publics (Agozzino, 2015).

Another study considered how Fortune 500 companies facilitated dialogic communication on company *Twitter* accounts (Rybalko & Seltzer, 2010). The researchers' content analyzed 93 Fortune 500 companies *Twitter* accounts and found companies with dialogic tendencies used the conservation of visitors' principle more but used the generation of return visits principle less than companies that did not have dialogic tendencies. Again, the researchers concluded Fortune 500 companies can increase dialogic communication on Twitter accounts significantly in order to foster relationships with their publics.

Martin, Rosaria, and Caba Perez, (2015), investigated the extent to which European local governments are developing dialogic strategies in their *Twitter* profiles to establish and enhance relations with their citizens and then to examine the impact of

certain factors on the implementation of these dialogic strategies. The study found the most commonly used dialogic principle is that of the conservation of visitors with 63.46 per cent, followed by the generation of visitors, 57.69 per cent and dialogic loop, 57.21 per cent. In contrast, the dialogic principle relating to information of interest to stakeholders is the least often used among local governments' *Twitter* profiles (42.50 per cent). Of the four principles analyzed, that of dialogic loop presented the greatest dispersion, 41.22 per cent, which reflects the large differences in its use among certain European municipalities Martin et al. (2015).

The dialogic framework was used to analyze five principles of how the accommodation sector of the hospitality industry was employed in the *Facebook* posts. The study found that the accommodation sector employed the principles of dialogic communication in 97.9 per cent of the *Facebook* posts. The results showed frequent occurrences of three of the dialogic principles. These three principles, dialogic loop, conservation of visitors and usefulness of information appeared in over 50 per cent of total posts analyzed. The dialogic principle, generation of return visitors was the only principle to occur in less than 50 per cent of the posts (29.3 per cent). Only 2.1 per cent of posts did not use any of the dialogic principles, with the mean falling to 2.29 principles used (Muckensturm, 2013).

Water et al. (2011) study investigated how university health centers convey health messages on *Facebook* using dialogic strategies. The study found the fundamental principle of using social media well for an organization is to create an ongoing dialogue, a conversation with the publics that the organization serves. The results indicated that while university health centers are taking some steps to create this dialogue and initiate online conversations that address health topics of importance to college students, these organizations are not using *Facebook* to its fullest potential. The

study indicated that university health centers varied widely in their ability to utilize these dialogic principles to create that ongoing conversation with the campus community. Overall Water et al. (2011) showed the strongest areas of dialogic principles were the provision of useful information and conservation of visitors. The area of greatest weakness among the health centers was in thegeneration of return visits.

In the study, *Dialogic Communication Through "Pinning": An Analysis of Top 10 Most followed Organizations' Pinterest Profiles*, Agozzino (2015) found the that usefulness of information principle was the highest dialogic principle at 84 per cent, the second highest principle – dialogic loop – had an index score of 75 per cent, conservation of visitors had an index score of 73 per cent, while the generation of return visits had the lowest index score of 50 per cent. Findings from a study on how U.S. non-profit organizations are using *Twitter* to foster dialogic communication found that majority of tweets from non-profits employ dialogic principles, but that two principles in particular were present in most tweets: facilitation of dialogic loop and conservation of visitors (Baumgarten, 2011).

Even though scholars are beginning to explore the dialogic tendencies of social media through particular social media tools, exploration of the dialogic capabilities of *Twitter* has attracted various scholars. This study takes the first step in determining the dialogic relationship building strategies employed on *Twitter* by Kenya's National Executive Leaders. However, majority of the studies have found that organizations' websites lack commitment to provide feedback through the dialogic loop, thus missing out on the relationship building opportunities afforded by the online environment and a key element to the public relations practice.

Today, the theory is among the most commonly used to explain the interactive capability of the Internet as a channel for establishing social relationships, by positively

influencing the frequency of communication, improving user satisfaction and strengthening trust between organizations and their stakeholders (Bortree & Seltzer, 2009; Waters et al., 2011; Rybalko & Seltzer, 2010). Thus, the theory explains how increasing the interactivity of the internet contributes to the construction of social relations.

Therefore, this study used Kent and Taylor's (1998) theoretical framework for dialogic communication to assess how new media facilitate Kenya's National Executive Leaders communication. The principles analyzed were the dialogic loop, the usefulness of information, generation of return visits, and conservation of visitors. The ease of use/interface principle was omitted from the coding process of the NELs because all *Twitter* accounts are essentially using the same platform, which eliminates the need to examine the interface, itself (Rybalko & Seltzer, 2010).

2.2 Research Questions

1. What is the type of interactions that takes place on National Executive Leaders *Twitter* accounts by applying the dialogic loop principle?
2. Is the type of content posted on National Executive Leader *Twitter* accounts relevant to their followers by employing the usefulness of information principle?
3. Do the National Executive Leaders employ social media content strategies in their *Twitter* accounts by applying the generation of return of visits principle?

The following section provides an explanation of the research questions, tools to test them and how they fit into the theoretical framework.

1. What is the type (nature) of interactions that takes place on National Executive Leaders *Twitter* accounts by applying the dialogic loop principle?

- Replies, mentions & hashtags

The final principle – dialogic loop – is concerned with the discussion taking place between the organization and its publics online. The current study operationalized the dialogic loop principle as an opportunity for followers to mentions, reply, and create a hashtag to engage with the *Twitter* account owner.

2. Is the type of content posted on National Executive Leader *Twitter* accounts relevant to their followers by employing the usefulness of information principle?
    - Government versus the non-government type of content
    - Retweets and likes (broadcast or conversational)

The dialogic principle of the usefulness of information seeks to provide information to *Twitter* account followers, based on ideologies, knowledge or understanding, and also to share the information.

3. Do the National Executive Leaders employ social media content strategies in their *Twitter* accounts by applying Generation of Return of Visits Principles?
    - New followers during the study
    - Average tweets per day
    - Total number of new tweets (period studied)

Understanding the importance of repeat visitors is the underpinning of the generation of return visits principle as time and repeated exposure is necessary for relationships to form (Taylor, et al., 2001). The elements identified as features encouraging followers to return were likes and retweets. Rybalko and Seltzer (2010) operationalized generation of return visits as new followers and average tweets a day.

2.3 Overview of Twitter

Social media networks have changed the way we communicate. One may argue that we have always interacted through dialogue and debate, but there is no question

that the social media platforms and tools that are freely available to us today are taking this to the next level. Khasawneh and Abu-Shanab (2013) observe that social media networks enable people to converse and communicate in an easy and cheap way. According to Khan, Yoon, and Park (2014), social media is a set of online communication tools that support social interaction between users. That is why one of the benefits of social media is that it facilitates people to share information within their profiles and view content and information in other connected profiles withina a bounded environment.

Khasawneh and Abu-Shanab (2013), note that social media is imperative, because people have a two-way information flow. Khan et al. (2014) assert that *Twitter* is the most prominent social networking site with many government organizations considering it as the most effective channel for distributing information and communicationg with citizens.

2.3.1 Twitter use by political actors and elites

According to a study conducted by *Burson-Masteller,* a US-based communication firm, *Twitter* was identified as the social networking platform of choice for governments and foreign ministries judging by the number of governments on the platform. *Burson-Marsteller* studied 793 *Twitter* accounts belonging to Heads of State and government in 173 countries, representing 90 percent of all UN member states, with a combined audience of 324 million followers. All European and South American countries have a presence on the social network, although some of the accounts, such as that of San Marino's Captain Regent, are inactive. Former U.S. President Barack Obama is still the uncontested leader of the digital world. His @BarackObama *Twitter* account has over 75 million followers (Twiplomacy, 2016). Pope Francis (@Pontifex)

is the second-most followed world leader with more than 28 million followers on his nine language accounts.

Kenya's Uhuru Kenyatta @UKenyatta has become Sub-Saharan Africa's most followed leader with over 2.1 million followers, closely followed by Rwanda's @PaulKagame and ahead of South Africa's presidential administration (@PresidencyZA), which has 673,000 followers (Twiplomacy, 2016). Deputy President William Ruto is the seventh most followed person in Kenya with 1.1 followers Socialbakers, (2016) and the second government official with a huge following. *Twitter* came to the scene as a political tool during the 2008 United States of America (USA) elections. In that year, Barack Obama used *Twitter* extensively to promote his election and many researchers credited his use of the platform for his win. That year, Obama used various social networking sites, including *Facebook* and *YouTube* extensively to promote his election campaign, and many researchers give credit (Evans, Cordova, & Sipole, 2014).

Lopez-Garcia (2016) conducted a study on *Twitter* during the campaign for the 2015 general election in Spain. She focussed on the leaders of the main Spanish political parties. The researcher discovered that *Twitter* was used to enhance cohesion among followers, party activists, sympathiser as well as to bolster the image of the presidential candidates in the media and in political rallies. Lopez-Garcia (2016) further found out that the social media tool was leveraged to disseminate the candidate's messages, while at the same time magnifying their campaign activities on the network.

Straus et al. (2013) studied the adoption of *Twitter* in the 111th US Congress and found out that House Members and Senate decision to register *Twitter* accounts were driven by their desire to deliver their message to a wider audience. Evans et al. (2014) analyzed 67,119 tweets of 1,119 candidates while examining *Twitter* utilization during

2012 US elections. The study indicated that on average the candidates tweeted 88 times in two months – period understudy. Evans et al. (2014) assumed that candidates post messages for themselves, further revealing that they spent one-third of their time on *Twitter* talking about their campaign, with only 29 per cent of tweets falling under the personal category.

2.3.2 Content strategies: Twitter in political communication

Twitter's 140 (now 280 characters) conversation has revolutionized how political leaders connect with their platform audiences. The advent of new media has led to significant changes in how governments communicate with their electorates and citizens. First, the 'move from personal websites to blogs and blog site aggregation, from publishing to participation, from web content as the outcome of large up-front investment to an ongoing and interactive process, and from content management systems to links based on tagging (folksonomy)' Ssozi (2016) equalized the communication landscape among political players. The popularity of *YouTube*, blogs, and social networking sites among politicians and political candidates is demonstrated in their adoption during periods of intensive political campaigning, such as the 2007–2008 US presidential primaries (Segado-Boj et al. , 2015).

Technology users' young demographics and web 2.0's viral reach hold a further attraction to political parties and candidates as they are able to reach out to youths, a group, which may not be exposed to traditional forms of political communication, in a more effective and efficient way (Small, 2012). Second, as social networking sites tend to appeal more to younger voters, the government's discourse assumes a more personal and less official nature (Segado-Boj et al., 2015). The personalized nature of social networking sites such as MySpace also fosters greater emotional intimacy between politicians and their electorate (Barbera, 2014). Political fandom on social networking

sites creates a new way of doing politics that was not possible in old media such as newspapers, television, and even traditional candidate websites (Barbera, 2014).

In addition, such spaces also foster a sense of collectivism among users, evident in a study of Cyworld, a Korean social networking site (Park, Kang, Rho, & Lee, 2016) Similarly, political figures in Asia are using the internet to voice their criticisms concerning government policies and to engage in dialogues with the public (e.g. Malaysia's ex-Prime Minister Mahathir Mohamad blog at http://chedet.co.cc/chedetblog/). In India, politicians are using websites, blogs, *Facebook*, and *Twitte*r to reach out to about 83 million internet users leading up to the 2009 General Election (Fuchs, 2012).

Politicians are thus demonstrating an increasingly acute ability to maximize the immediacy and multi-modality of new media technologies. However, existing research remains western-centric and focuses primarily on technology use during periods of high political activities (Segado-Boj et al. 2015). Scant attention is paid to the ways in which new media differ from web 1.0 technologies and how they help governments cultivate and manage relationships on a daily basis.

2.3.3 Government activities: Twitter in Government

Today, governments across the world are using *Twitter* and many are active online, providing citizens with information and assistance. Small (2012) study can be counted among the first attempts to understand how *Twitter* is being used by governments. Echle (2015) studied the use of *Twitter* by US Congress members. In their study, they analyzed the regularity of posting, demographic distribution of members as well as the content of the collected tweets.

Alam and Lucas (2011) also examined the use of *Twitter* by the Australian Government. They examined the use of the platform by the various agencies and the

interaction with the citizens. They found out that government agencies use tweets to disseminate and broadcast news, provide updates about their agencies, and provide information about their events. On citizens' interactions, Alam and Lucas (2011) found that the interactions were feedback-based and that citizens promoted the government tweets by sharing links or retweeting.

Khan, Yoon, and Park (2014) studied the use of *Twitter* by the central government in Korea and the federal government in the USA. The researchers used webometric techniques to obtain information on the respective government twitter activities, such as the number of followers, followings, and tweets. In their analysis, Khan et al., (2014) found out that the Korean government leveraged *Twitter* to encourage collective cooperation between ministries, while the US governemnt was more individualistic. Their study further found out that the Korean ministries were well connected on *Twitter* networks and used the social media tool to pursue a wider goal, while the US Government departments were not well-connected and their intent was to communicate through tweets rather than forming a collective agenda.

Panagiotopoulos and Sams (2011) also conducted a study that examined the adoption and use of *Twitter* in the UK local government. The researchers found out that London Local Authorities had embraced the platform in their strategies to the extent that they were using hashtags to promote their events. Therefore, they concluded that the Local Authorities have to a certain degree 'embraced fully' the use of *Twitter* in support of citizen-government interactions.

Park et al. (2016) examined *Twitter* communication between citizens and government leaders by studying 398 Korean followers who followed the Minister of Central Government. They observed that the government's information delivery through a leading officer's *Twitter* feed impacts the officer-to-citizen credibility and

that citizens' perception of credibility is connected to their trust in an agency. This trust expanded to trust in the central government, and the citizens' trust in *Twitter* as a governmental medium positively influenced this expansion.

Another study looked at the usage of *Twitter* by the Canadian government. Small (2012) concluded that the Canadian government is yet to fully embrace *Twitter*. This is despite the fact that Web 2.0 offers governments numerous new opportunities to engage with citizens, and evidence that Canadians desire this type of relationship.

Khan et al. (2014) argue that governments across the world have started appreciating the use of *Twitter*, to the extent that they have published social media guidelines and strategies. Since 2009, the US, Australia, and the UK, among others, have produced guidelines for using social media in accordance with each country's social media objectives (Khan et al., 2014).

Therefore, such policies and strategies guide users by helping them to increase their presence on *Twitte*r. This study will try to examine if the Kenyan government has social media policies and guidelines. For example, Simon et al. (2014) established that lack of social media standard operating procedures during the Westgate Mall attack led to confusion of *Twitter* messages. "The fact that during the night there was a pause in *Twitter* updates to the public, sometimes for up to ten hours, suggests that only one person operated the social media account, lacking replacements or organized shifts," (Simon et al., 2014, p46).

This study will not take an assumption that Cabinet Secretaries and the Attorney General tweet for themselves. Previous literature has not examined, who tweets for who and the effectiveness of *Twitter* strategy and guidelines.

2.3.4 Interactions: Twitter in Kenya's political and Government communications

Despite the growth and recognition of Kenya as the second most active tweeting country in Africa after South Africa (Simon et al., 2014), there are few scholarship articles that have studied the use of the platform in politics. A study by Wasswa (2013) that investigated the role of social media in the 2013 presidential election campaigns, found out that the candidates integrated social media into their campaigns. This platform was majorly used to share information on campaign activities, the debate on issues, share photos, videos and links, update their followers, solicit for funds, and counter propaganda. These findings further revealed that although presidential candidates integrated social media into their campaigns they were yet to exploit its full potential and that social media by itself could not guarantee a candidate victory in elections.

The study further analyzed the trends in media use and reliance and revealed that television and radio were the most popular source of political information on the presidential campaigns for the respondents, while social network sites, specifically *Facebook* and *Twitter* were the second most popular. These findings showed that although more people are getting online for political news and information, they heavily rely on traditional media for the same news. Social media, however, had a significant impact on the campaign process (Wasswa, 2013).

Bing (2015) studied social media and politics in Kenya's 2013 General Election. The author concluded that new communication platforms such as *Twitter* and *Facebook* have reshaped political realities in Kenya. While politicians and voters are shifting their communicative habits by incorporating mobile phones and social media into their endeavors, political practices have changed considerably (Bing, 2015). Today, social media in Kenya has supplemented rather than replaced common political practices, creating an alternative political sphere, stimulating political participation and widening

democratic debates by transcending hierarchies and creating more informal communicative networks (Bing, 2015). The study further found that new media is progressively lowering the barriers of political integration by facilitating and increasing opportunities for many to interact, offering new ways of coming together and organizing political action.

Simon et al. (2014) affirmed that *Twitter* is highly used in Kenya and has become a popular platform for sharing information. For example, Chief Francis Kariuki uses *Twitter* to fight crime in his locality.

2.3.5 Kenyan on Twitter (#KOT)

Tully and Ekdale (2014) also found out that Kenyans on *Twitter* (KOT) use hashtags to condemn government corruption, respond to media misrepresentation and participate in global conversations in a 'playful' way. They also found out that KOT has grasped the art of communicating by the use of jokes and cautioned that KOT interactions should not be dismissed as irrelevant just because they are activists.

Simon et al. (2014) studied the use of *Twitter* during emergency situations with a case study of Kenya's the Westgate Mall attack. The study reviewed a total of 67,849 tweets, all categorized based on geographical locations, terror attack, social support and organizations. Simon et al. (2014) claimed that the profusion of various *Twitter* accounts providing official information made it difficult to follow the flow of information. They also reported that security breaches during the rescue mission contributed to the sharing of sensitive data and that sometimes misinformation was corrected after two days. They also concluded that social media offered an accessible, widely available means for a two-way flow of information between the public and authorities.

Twitter has also been used by Kenyans to condemn misrepresentation of the country. According to Dearden (2015) KOT ridiculed US network for publishing six inaccurate headlines in reference to activities happening in Kenya, which resulted to CNN Boss Tony Maddox meeting President Uhuru Kenyatta at State House, Nairobi and agreeing to position Kenya correctly and promote its tourist destinations.

2.4 Study Gap

Web 2.0 is becoming ubiquitous in many countries (Small, 2012), and many believe that all governments and political elite/actors will need to respond to this changing technological context in terms of promoting their own programmes and policies and connecting with citizens (Holland, 2008). Clearly, there is much of academic work that needs to be done, in terms of other single-country analyses, comparative analyses, and other Web 2.0 technologies. That's why this study investigated how National Executive Leaders in Kenya are using *Twitter* as a mode of communications. This study contributes to the burgeoning literature by presenting an initial dataset and approach for conceptualizing *Twitter* in communicating government activities, which is analyzed using Kent and Taylor (1998) Dialogic Principles.

2.5 Chapter Summary

The chapter reviewed literature on *Twitter's* utilizatiton in political campaigns, elections, government, and on how previous studies have covered Kenyans' use of *Twitter*. Also included in this section is the theoretical framework which has elaborated more on the dialogic communications principles. Although, most studies have focussed on the utilization of Twitter political elites, there is a need for future researchers to examine *Twitter* strategies and who tweets for who. Africa and Kenya are no exemptions and have not conducted studies that look into the use of *Twitter* in advancing governments' agenda – as broadcast or conversational tools. This research

provides information on the Kenyan government ’s use of *Twitter* as a communication tool. Clearly, much academic work needs to be done in terms of other single-country Twitter analyses, comparative analyses, and other Web 2.0 technologies. This analysis contributes to the burgeoning literature by presenting an initial dataset and approach for conceptualizing *Twitter* in government communications.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter explains the various stages and phases that were followed in completing the study. It involves the collection, measurement and analysis of data.

3.1 Research Design

Research design refers to the method used to carry out a research. Creswell (2009) defined research design as the scheme, outline or plan is used to generate answers to research problems. This research design applied to this study was exploratory content analysis. The study sought to examine *Twitter* use by the National Executive Leaders by exploring the extent of adoption, content posted and the nature of interactions by using dialogic principle theories. The dialogic principles used were the dialogic loop, the usefulness of information, and the generation of visits. The study's approach was the quantitative content analysis method. Creswell (2009) posits that content analysis is indigenous to communication research and is potentially one of the most important research techniques in the social sciences. It seeks to analyze data within a specific context in view of the meanings someone- group or a culture – attributes to them.

Creswell (2009) further notes that content analysis is valuable to communication research, because it allows researchers to examine the nuances of behavior change, stakeholder perceptions, and societal trends. Content analysis also allows researchers to analyze socio-cognitive and perceptual constructs that are difficult to study via traditional quantitative archival methods (Creswell, 2009). At the same time, it allows researchers to gather large samples that may be difficult to employ in purely qualitative studies. For example, Park et al., (2016) study on *Twitter* communication with government leaders used content analysis to obtain information from the respondents.

Banday and Mattoo (2013) and Panagiotopoulos and Sam (2012) successfully employed content analysis to investigate the embracement and usage of *Twitter* by governments, elected leaders, and political candidates. Although content analysis is increasingly used by management researchers as a tool to analyze text and qualitative data, many researchers are unfamiliar with the various content analysis techniques and how to deal with the challenges inherent in its application. These challenges include finding adequate measures, developing proxy dictionaries and coding schemes, working with texts from various sources, ensuring reliability and validity, and conducting manual versus computer-aided content analysis (Creswell, 2009).

In conventional content analysis, coding categories are derived directly from the text data. With a directed approach, the analysis starts with a theory or relevant research findings as guidance for initial codes. A summative content analysis involves counting and comparisons, usually of keywords or content, followed by the interpretation of the underlying context. The author delineates analytic procedures specific to each approach and techniques addressing trustworthiness with hypothetical examples. For example, Lopez-Garcia (2016) study on the *Twitter* use in Spain Election used content analysis and discourse analysis to obtain information. "Through this combination of methodologies, we aim to provide an overview as broad and complete as possible, in order to properly test our initial hypothesis, (Lopez-Garcia, 2016)."

3.2 Population and Sampling Design

The study employed the census sampling method. This is because the size of the population was small, considering that there were only 23 National Executive Leaders. According to Wimmer and Dominick (2006) the process of examining every member of the population is called a census.

3.3 Data Collection Methods

Quantitative content analysis was employed to collect data and establish the usage of *Twitter* by National Executive leaders from July to September 2016. The period of the study was chosen because it is when the government year starts and Budget released. Content analysis was used to investigate the utilization of *Twitter* by the National Executive Leaders. Wimmer and Dominick (2006) define content analysis as a method of studying and analyzing communication in a systematic, objective and quantitative manner for the purpose of measuring variables. They argue that content analysis has three concepts: systematic, objective and quantitative. On systematic, the authors explain that the content to be analyzed has to be selected according to explicit and consistently applied rules and that all content has to be treated in exactly the same manner. They also posit that the researcher's idiosyncrasies and biases should not enter into the findings, while quantitative is applied in the concept to aid precision of data. A number of studies (Banday & Mattoo, 2013; Panagiotopoulos & Sam, 2012; Small, 2012) successfully employed content analysis to investigate the embracement and usage of *Twitter* by the governments, elected leaders, and political candidates.

3.3.1 The unit of analysis

The unit of analysis for identifying government and non-government related variables was a tweet. A variable was counted once in the tweet. A tweet has 140 characters, so there were no tweets which contained two or more variables. Today, *Twitter* has increased the characters to 280. The increase of character was implemented in November, 2017. This move doesn't affect this study, because during data collection the characters analyzed were 140. The unit of analysis is based on the "meaning of the message in or the structure of the content along some continuum or classification scheme" (Small, 2012).

3.3.2 Content categories

The following are the definitions of the eight content categories examined.

1. Diplomacy is any mention of foreign leaders (Presidents, Prime Ministers, Foreign Affairs Ministers, Ambassadors, UN related leaders) meeting with a National Executive Leader.
2. Announcement (service delivery) is any mention of any tweet disseminating new information in-form of news (this was determined by the 4W's and 1H).
3. Appointment is any mention of an individual promotion within the government.
4. Event Formal is any mention of a National Executive Leader in an event related to his/her docket, conferences, forums, seminars, workshops, launches, ceremonies or national events.
5. Event Informal is any mention of a National Executive Leader in an event not related to his/her docket or attending a national event not related to his/her docket.
6. Political is any mention of a political party, political rally, voters, elections, grass-root mobilization, debates and with politicians.
7. Feedback is any tweet containing responses to a user (follower).
8. Non-Government related is any tweet containing family, personal views etc.

This study adapted Alam and Lucas (2011) categories. The study also investigated the nature of the interaction between National Executive Leaders and their followers (retweets, likes/favorites, hashtags, replies and mentions). These interaction categories were adapted from (Ssozi, 2016).

The tweets were coded in line with Evans et al., (2014) study. The researcher investigated the type of content posted on National Executive Leaders *Twitter* accounts, if they were government related or not government related. This content was classified

into various categories; diplomacy, announcements, appointments, events formals, events informal, feedback and political.

According to Alam and Lucas (2011), the main aim of classifying communicative activities into genre analysis is by understanding the purpose and the type of communications. Therefore, the study applied genre analysis to classify National Executive Leaders tweets. The classification of tweets was adapted from an earlier study of Austrialian government adoption of *Twitter* (Alam & Lucas, 2011). Liu (2013) also adapted simmilar classification in the study, microblogging use by the Chinese government.

Importantly, *Twitter* supports multiple forms of interactions – with the tweets and among users – for instance tweet, retweet, favorites, reply, hashtags, message and follow (Ssozi, 2016). For example, when a user favorites or retweets another user's tweet, he/she is interacting with the platform and content but not directly contributing to the conversation. On the other hand, when one user tweets or replies to another user's tweet, it is arguable that he or she is directly initiating a conversation (Ssozi, 2016).

The current study used the dialogic communications principles to analyze the use of *Twitter* by Kenya National Executive Leaders in their daily work. To analyze the dialogic principles, the study operationalized dialogic principles based on **(**Taylor et al., 2001) and (Rybalko & Seltzer, 2010) studies. All the tweets were analyzed and coded based on the definitions adapted from the coding schemes used by **(**Taylor et al., 2001) and (Rybalko & Seltzer, 2010).

3.4 Data Analysis Procedures

The codebook (Appendix A) was adapted from Alam and Lucas (2011) so it would be applicable to *Twitter* given that the NELs had minimal control over the features available on *Twitter* and the ease of interface principle was eliminated in this

analysis. Past studies examining dialogic communication on social media have also eliminated the ease of interface principle given that organizations do not control features imbedded on the interface (Rybalko & Seltzer, 2010). The following section details how the remaining four features of dialogic principles were operationalized:

The dialogic principle of the usefulness of information seeks to provide information to *Twitter's* account followers, based on ideologies, knowledge or understanding, but also to share the information. *Twitter's* feature that facilitates this principle is the '*What's happening'* text board. If the content shared on this text board is not clearly understood, the followers will not have accurate information. Rybalko and Seltzer (2010) operationalized the usefulness of information as tweets with information about the organization.

Understanding the importance of repeat visitors is the underpinning of the generation of return visits principle as time and repeated exposure is necessary for relationships to form (Taylor, et al., 2001). The following elements were identified as features encouraging followers to return were likes and retweets. Rybalko and Seltzer (2010) operationalized generation of return visits as likes/favorites and retweets. The authors posit that followers explicitly return to a *Twitter* page to like or retweet information.

The dialogic loop is concerned with the discussion taking place between the organization and their users online. The current study operationalized the dialogic loop principle as an opportunity for followers to mentions, reply and create a hashtag to engage with the account owner. Rybalko and Seltzer (2010) operationalized dialogic loop as replies to followers, mentions, retweets and hashtags.

Note that the ease of use, interface principle, and conservation of visitors were omitted from the analysis of the study, because all *Twitter* accounts are essentially using the same platform, which eliminates the need to examine the interface itself.

All National Executive Leaders (President, Deputy President, Attorney General and 21 Cabinet Secretaries) were selected for this study. The population was small to study; therefore, Census Sampling was ideal for the study. In a nutshell, National Executive Leaders were considered suitable for the present study, because of the docket they handle and they are the vision carrier in the country.

This study covered the period between 1st July and 30th September 2016, i.e., the period when the government year starts. In total, 3452 tweets, which was some total tweets that appeared in all National Executive Leaders *Twitter* account. Three Cabinet Secretaries: Cleophas Mailu, Willy Bett, and Henry Rotich didn't post anything on their *Twitter* accounts during the period, while two of the National Executive leaders i.e. Jacob Kaimenyi and Raychelle Omamo were not on *Twitter*. *Twitonomy,* a software that can mine historical *Twitter* data was used to analyze tweets during the study period. A total of 3452 tweets were studied. Data analysis was carried out with help of Microsoft Excel 2010 and SPSS Software 2015. SPSS software was also being used to analyze chi squares and correlations in the data obtained through *Twitonomy*.

Two graduate students, including the author, served as coders in this study. An hour training was conducted to explain the coding procedure and definitions in the code book. Before the formal test, the coding book was pre-tested on 200 tweets from 4 accounts that were excluded from the formal sample. Wimmer and Dominik (2006) recommend that a subsample of the data collected probably between 10 per cent and 25 per cent be re-analyzed by independent coders to calculate intercoder reliability coefficient. Then two coders had a meeting to discuss the disaccord items and unify the

understandings. The coding book was revised according to the result of pre-test and discussion between two coders. After modifying of the coding book and clarifying of definitions, these two coders reviewed and coded the 3452 tweets for the formal test.

3.5 Study's Reliability and Validity

C*ohen Kappa's* reliability coefficient for all eight variables that were tested were as follows: Announcement (service delivery) .76; Diplomacy .74; Event Formal .76; Event Informal 1.0; Feedback .74; Non-Government 1.0; Political 1.0; and Appointment 1.0.

Kappa	Interpretation
< 0	Poor agreement
0.0 – 0.20	Slight agreement
0.21 – 0.40	Fair agreement
0.41 – 0.60	Moderate agreement
0.61 – 0.80	Substantial agreement
0.81 – 1.00	Almost perfect agreement
Source: Landis and Koch (1977)	

Figure 2 *Cohen Kappa reliability table that shows the coefficients*

Wimmer and Dominick (2006) argue that coefficients of .90 or greater are nearly always acceptable, .80 or greater is acceptable in most situations and .70 is appropriate in exploratory studies. The test was carried out from an online utility known as ReCal ("Reliability Calculator") that computes intercoder/interrater reliability coefficients for nominal, ordinal, interval, or ratio-level data. The online tool has been used widely in various communications, and technologies (Baysal, 2014) and (Baysal, Holmes & Godfrey, 2014).

Six out of eight variables yielded coefficients of .75 and above the required *kappa's* reliability of .70, this therefore means that the data is valid. Wimmer and Dominick (2006) suggest that if the reliability coefficient is low, the results of the study have little validity. The content analysis guide contained well defined variables thus the two coders were able to achieve the recommended *kappa reliability*

coefficient. In this study, the researcher employed face validity to examine the validity of the research. Face validity is considered to be a superficial method of validity measure as it only takes into consideration what the research or survey appears to measure, and not what it really measures.

Wimmer and Dominick (2006) explain that the validation technique assumes that the research instrument adequately measured what it was purported to measure, whether the categories were rigidly and satisfactorily defined, and if the analysis procedure was adequately conducted. *Cohen kappa's reliability* is generally thought to be a more robust measure than simple percent agreement calculation, since κ considers the possibility of the agreement occurring by chance.

CHAPTER FOUR

RESEARCH FINDINGS AND DATA PRESENTATION

This chapter presents the data analysis using various statistical tools for different constructs and variables in the study. Data obtained was coded, analyzed and converted into quantitative summary reports for analysis using the Statistical Package for Social Sciences (SPSS) version 20. Data were entered into the programme under specific category from which analysis was run to obtain descriptive statistics in the form of frequencies and percentages. Quantitative data were analyzed using descriptive statistics. Using a content analysis technique, the data was coded, put into theme categories and tallied in terms of the number of times it occurred.

This chapter presents the findings of the research study; based on the three research questions, which are content shared, social media content strategies, and the nature of interactions. It also reveals the extent to which National Executive leaders are using dialogic principles of communication on their *Twitter* accounts.

4.1 Type (Nature) of Iinteractions' that take place on National Executive Leaders Twitter Accounts

To answer the first research question on the nature of interactions that takes place on NELs *Twitter* accounts a series of analyses was conducted on SPSS version 15.0 and MS Excel 2016, which comprised of frequencies, cross tabulations, and Chi Square. This research question examined the existence of dialogic loop principle. The dialogic loop is an important principle amongst organizations and institution because it facilitates two-way communications. Even, if all other dialogic principles are employed, without creating a dialogic loop, it is argued that interactions and engagements are not present. In many instances, the dialogic loop principle is underutilized in

communications because organizations are fearful of negative feedback (Baumgarten, 2011).

In this study, the dialogic loop principle was investigated by examining mentions, replies and hashtags features. These three represent interactions on *Twitter*, between followers and account owners, while at the same time promoting two-way communications. Out of 3,452 tweets analyzed, only 2,021 tweets contained the three *Twitter* interaction features that were examined (replies, mentions & hashtags). Of the 2,021 interaction tweets sampled, replies had the least tweets with 5 per cent, hashtags had 49 per cent, while mentions had 48 per cent. National Executive leaders made significant use of hashtags but underutilized replies.

A further examination of the interactions features in comparison with total tweets during the study period, using a distribution scale of (0, 1-50, 51-100, 151-200 and 201-250) revealed that 94.4 per cent of *replies* were distributed in the 1-50 scale, while 61.1 per cent of *mentions* in the tweets analyzed, were distributed in the 1-50, scale, 22.2 per cent *mentions* were distributed in the 51-100 scale, while only 5.6 per cent *mentions* were found in 201-250 tweets category. Therefore, the National Executive Leaders utilized mentions feature in their tweet more than replies. This means that the National Executive leaders posted new content by tagging their Ministries or PS's but forgot to bolster their post by engaging followers. The mention feature is commonly used to tag another *Twitter* user to deepen/bolter a conversation. This is done when a user wants to reach a wider audience, whom they share a common goal or idea. The study found 38.9 per cent of tweets with *hashtags* were distributed in 1-50 scale, 27.8 per cent tweets with *hashtags* were distributed in 101-150 scale, 22.2% of *hashtags* were distributed in 51-100 scale, while 11.1 per cent of the tweets analyzed didn't have any *hashtags* features. A hashtag is clickable and can be a badge of sorts for

tweets related to live events or conferences or narrow topics, but beyond that utility, it doesn't alter your tweet's distribution. In conclusion, the study found that 94.4 per cent of *replies* were below the 50 scale, 61.1 per cent of the mentions were also below the 50 scale, while 61.1 per cent of hashtags were above the 50 scale. Therefore, National Executive leaders utilized hashtags more than replies and mentions.

In addition, an SPSS cross tabulation analysis of interactions was conducted to establish, the presence of dialogic loop principle in the research question. A 5-Likert scale was developed with a distribution level ranging from lowest to highest (as indicated in Table 4.5). Lowest was characterized by 0 tweets, Low (1-50 tweets), Average (51-100), High (101-150) and highest (151≥).

Table 4. 1 *Distribution of Standard Deviation on Interactions Features examined during the study indicates that the mean was at 0.83*

Report

Interaction Level			
Analysis of distribution	N	Mean	Std. Deviation
0	2	1.0000	.00000
1-50	36	2.0000	.00000
51-100	8	3.0000	.00000
101-150	7	4.0000	.00000
200>	1	5.0000	.
Total	54	2.4259	.83783

The table above 4.1 shows that most interactions were distributed in the 1-50 category representing a mean of 2.4, further confirming that there were fewer interactions between the leaders and their followers.

Table 4. 2 *Analysis of interaction features in a Likert scale*

			Interaction Level					Total
			Lowest	Low	Average	High	Highest	
Analysis of interactions	Replies	Count	0	18	0	0	0	18
		% of Total	0.0%	33.3%	0.0%	0.0%	0.0%	33.3%
	Mentions	Count	0	11	4	2	1	18
		% of Total	0.0%	20.4%	7.4%	3.7%	1.9%	33.3%
	Hashtags	Count	2	7	4	5	0	18
		% of Total	3.7%	13.0%	7.4%	9.3%	0.0%	33.3%
	Total	Count	2	36	8	7	1	54
		% of Total	3.7%	66.7%	14.8%	13.0%	1.9%	100.0 %

An examination of interactions that combined all replies, mentions and hashtags features found that majority of National Executive leaders had low interactions with their followers at 66.7 per cent, while only 1.9 per cent of the understudy had highest interactions with their followers, 14.8 per cent had average interactions, 13 per cent had high interactions while 3.7 per cent had lowest interactions. The table 4.2 indicated that replies scored highly on low interactions amongst other features at 33.3 per cent, mentions scored 20.4 per cent, while hashtags scored 13 per cent. The study did not find any representation of highest interactions on both replies and hashtags. Both mentions and hashtag features interactions were similar at 7.4 per cent.

Table 4. 3 *The distribution of interaction Features in a Likert's Scale*

Report			
Analysis of distribution			
Interaction Level Likert's Scale	N	Mean	Std. Deviation
Lowest	2	.0000	.00000
Low	36	1.0000	.00000
Average	8	2.0000	.00000
High	7	3.0000	.00000
Highest	1	5.0000	.
Total	54	1.4444	.90422

Table 4.3 shows that Low interaction was recorded in the interaction tweets analyzed. Table 4.3 shows the mean at 1.4, which is over 90 per cent of the standard deviation.

Chi-square test results are displayed in Table 4.4. The results show that the relationship between interactions features (hashtags, replies and mentions) and the interaction levels is statistically significant since p-value (0.008) is less than 0.05 threshold. Therefore, the interaction level of the National Executive Leader was significantly influenced by interaction features.

Table 4. 4 *Chi Square interpretation of interaction features*

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.595[a]	8	.008
Likelihood Ratio	25.220	8	.001
Linear-by-Linear Association	5.698	1	.017
N of Valid Cases	54		

a. 12 cells (80.0%) have expected count less than 5. The minimum expected count is .33.

Despite a majority of National Executive leaders utilizing, hashtags in their interactions, the study found that they do not employ dialogic loop in their *Twitter* interactions. This was evidenced by low scores (as shown in Table which indicates that out of the 54 entries, 36 which was the majority had low interactions). This is further complimented by the Table 4.2 that shows the combined interactions, 66.7 per cent was low, 14.8 per cent average, 13 per cent high and 1.9 per cent highest. The most used type of interaction was the hashtag because many people can see and leverage to champion a cause (Dearden, 2015).

Despite the utilization of the interaction features by the National Executive Leaders, the study found that the dialogic loop principle was underutilized. This

confirms, Bortree and Seltzer (2009) study that analyzed environmental advocacy groups' Facebook pages to determine the dialogic strategies at work on advocacy groups' profile. The study found the dialogic loop strategies. Rybalko and Seltzer, (2010) study looked into how Fortune 500 companies facilitated dialogic communication on company *Twitter* accounts. The researchers' found that companies had low dialogic loop principles tendencies used the conservation of visitors' principle more but used the generation of return visits principle less than companies that did not have dialogic tendencies.

4.2 Type of Content Posted on National Executive Leader Twitter Accounts and its Relevance to Audiences

To answer RQ2 on the type of content posted by NELs a Cochran and Cross Tabulation tests were carried out. This research question tested the presence of usefulness of information principle. The usefulness of information is the extent to which updates posted by the leaders on *Twitter* appeals to the followers. To obtain the data, Twitonomy software was used. A further analysis and classification of tweets were conducted by two coders. This was done in accordance with the coding book. The variables investigated were announcements, appointments, diplomacy, political, feedback, event formal, and event informal, which were classified as government related. Out of 3,452 tweets coded, governance related information accumulated 3,223 tweets. Figure 2 shows that out of 3,223 tweets, there were 1,740 (53.99 per cent) that contained announcement messages, event formal had 866 tweets (26.87 per cent) in total, political tweets were 238 (7.38 per cent) in total, diplomacy tweets were 171 (5.31 per cent) in total, feedback tweets were 137 (4.25 per cent) in total, event informal tweets were 66 (2.05 per cent) while appointment tweets were only five (0.16 per cent).

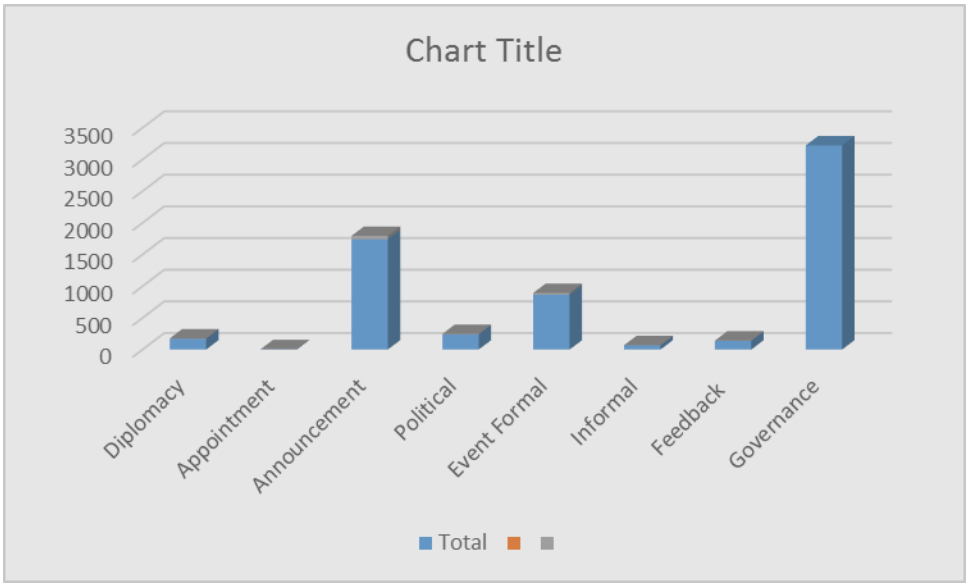

Figure 3 *Most leaders posted content related to governance while the least posted content was on appointment as indicated in the figure*

A Cochran test, which was conducted to evaluate differences among related proportions, was significant, $\chi 2$ (6, N=3223) =137.04, p = .000. Follow-up pairwise comparisons were conducted using a McNemars' test and controlling for familywise error rate at the .05 level using the LSD procedure. The proportion of announcements was significantly higher than event formal (p= .048) and afterwards contents (p= .000). The proportion also differed between diplomacy and event informal (p= .001), Event formal and event informal (p= .009), announcement and diplomacy (p= .000).

Table 4. 5 *An analysis of content posted by NELs*

OVERALL

Content	Frequency	Percent	Rank
Announcement	1740	53.99	1
Event Formal	866	26.87	2
Political	238	7.38	3
Diplomacy	171	5.31	4
Feedback	137	4.25	5
Event Informal	66	2.05	6
Appointment	5	0.16	7

Note: N= 3223

From Table 4.5, *Twitter* provided information related to government activities. The National Executive Leaders used *Twitter* to publicize their departmental activities. They also used it to communicate their work, events, and policies to the wider public. Tweets with a political nature in content were posted by Cabinet Secretaries who had a prior political background such as Najib Balala, Charles Keter and Eugene Wamalwa.

A frequency test was conducted to evaluate the distribution and proportion of government-related content and unrelated government content as shown by Table 4.6.

Table 4. 6 *Analysis of NELs Nature of Tweets*

Analysis of Nature of Tweets			
		Frequency	Valid Percent
Valid	Government Related	126	87.5
	Non-Government Related	18	12.5
	Total	144	100.0

The test found that 87.5 per cent of the National Executive leaders posted content related to government activities while 12.5 per cent posted content unrelated to government activities. Therefore, the usefulness of information principle was most apparent in the study. From the data analyzed, over 87.5 per cent of National Executive Leaders shared government related information. The leaders' *Twitter* accounts provided

updates about governance that were consumed by their followers. In addition, all National Executive Leaders posted information related to their ministries and cross ministries.

A further analysis was undertaken to determine if *Twitter* is used as a conversational or a broadcast communication tool as shown in Table 4.7. Conversation promotes two-way communications, while broadcasting is the amplification of a message, Ssozi (2016) argues that *Twitter* supports multiple forms of interactions, for instance tweeting, retweeting, replying, favoriting, messaging, and following. Water et al.'s (2011) study investigated how university health centers conveyed health messages on *Facebook* using dialogic strategies. The study found that the fundamental principle of using social media properly for an organization is to create an ongoing dialogue, a conversation with the publics that the organization serves. The results indicated that while university health centers were taking some steps to create this dialogue and initiate online conversations that addressed health topics of importance to college students, these organizations were not making use of *Facebook* to its fullest potential. The study indicated that university health centers varied widely in their ability to utilize these dialogic principles in creating ongoing conversations with the campus community. Overall, this study concurs with Water et al's. (2011) study that shows the strongest areas of dialogic principles were the provision of useful information and conservation of visitors. The area of greatest weakness among the health centers was the generation of return visits.

Table 4. 7 *No. of tweets liked/favorited and total tweets Cross tabulation*

Tweet Liked vs Total Tweets

No. of tweets liked/favorited * total tweets Cross tabulation

		Total tweets					Total
		1-100	101-200	201-300	401-500	501-600	
Total	Count	5	4	6	2	1	18
	% of Total	27.8%	22.2%	33.3%	11.1%	5.6%	100.0%

The study found that a third of tweets 33.3 per cent posted by the National Executive Leaders during the study period got liked/favorited type of engagement by the followers. A third of the tweets liked/favorited were in the category of 201-300. In the 1-100 category of tweets, the study found that at least 27.8 per cent of the followers liked/favorited the tweets, while 5.6 per cent of the followers liked/favorited tweets that fell in 501-600 category.

Table 4. 8 *Chi Square analysis on Twitter use by NELs*

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	45.818[a]	16	.000
Likelihood Ratio	29.799	16	.019
Linear-by-Linear Association	13.870	1	.000
N of Valid Cases	18		

a. 25 cells (100.0%) have expected count less than 5. The minimum expected count is .06.

Table 4.8 which displays chi-square test results, shows that the relationship between total tweets studied and total tweets favorited/liked is statistically significant

since p-value (0.000) is less than 0.05 threshold. Therefore, the likes/favorited tweets were of National Executive Leader was significantly influenced by the total number of tweets.

Table 4. 9 *No. of tweet retweeted and total tweets Cross tabulation*

No. of tweet retweeted * total tweets Cross tabulation

		Total Tweets					Total
		1-100	101-200	201-300	401-500	501-600	
Total	Count	5	4	6	2	1	18
	% of Total	27.8%	22.2%	33.3%	11.1%	5.6%	100.0%

The study found that the highest retweeted category of tweets was 201-300 at 33.3 per cent, while the least tweeted category by the followers was 501-600 at 5.6 per cent. Both tweets retweeted and liked or favorited had similarities in terms of percentages, despite having a different meaning. Favoriting or liking is a way of expressing appreciation or showing acknowledgement of the tweet. At a times followers, click the favorite or like button as a form of interaction because it fits their own content plan A retweet is a reposting of a tweet (the message shared) by the twitter user. It is also used to spread the word among your own *Twitter* followers. It is also a way to build a relationship with the original poster, who can easily see who has retweeted him or her. Of the tweets analyzed, both retweet and favorite/like despite difference in meaning shared percentages. Therefore, the study further tested the correlations of both to determine how significant they each influenced other.

Table 4. 10 *A Chi Square analysis of tweets studied and tweets retweeted*

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46.750[a]	20	.001
Likelihood Ratio	29.909	20	.071
Linear-by-Linear Association	11.550	1	.001
N of Valid Cases	18		

a. 30 cells (100.0%) have expected count less than 5. The minimum expected count is .06.

The chi-square table 4.10 shows that the relationship between total tweets studied and total tweets retweeted is statistically significant since p-value (0.001) is less than 0.05 threshold. Therefore, the number of retweeted tweets of National Executive Leader was significantly influenced by the total number of tweets. A Pearson correlation analysis conducted to investigate whether there was a relationship between the tweet retweeted and the tweet liked/favorited, found that there was a high correlation between tweet retweeted and tweets liked/favorited at 0.001 level of significance with (r=.918, p=000). The positive correlation means that the followers who retweeted and liked/favorited the Tweets were the same. There is a likelihood that most followers like and retweet the *Twitter* post every time. Therefore, in this case National Leaders uses *Twitter* as a broadcast tool – because there were more retweets and likes of the post than replies.

Table 4. 11 *A Pearson Correlation table of tweets liked and tweets retweeted*

		No. of tweets liked/favorited	No. of tweet retweeted
No. of tweets liked/favorited	Pearson Correlation	1	.918**
	Sig. (2-tailed)		.000
	N	18	18

4.3 Twitter Content Strategies of National Executive Leaders

According to Kent and Taylor (1998), the generation of return visits is an important principle because it unpacks the reason why audiences should return to an organization website and social media pages. It also demonstrates the capability to build a relationship between the organization and its audiences. Tables 12 and 13 show the findings of the research questions that tested the presence of *generation of return visits* principle. This principle was tested using the gained followers (this is a total number of followers accumulated by the National Executive Leaders between, July 1 2016 and September 30 2016) and the average tweets a day during the study period and the total tweets posted during the study period.

The study made use of Twitonomy (www.twitonomy.com), a free *Twitter* analytics website to simplify the process of scrolling through the *Twitter* timeline. The tool offers a flexible advanced search tool for finding tweets of a particular person over a given period of time and from one *Twitter* user to another. This tool was particularly useful in contextualizing the variables analyzed (Ssozi, 2016).

Table 4. 12 *Analysis of Return of visits principle using content posted by NELs*

	Likert's Scale						
	Poor	Below Average	Average	Above Average	Below excellent	Excellent	Total
Total	4	9	3	2	1	2	21
% of Total	19.0%	42.9%	14.3%	9.5%	4.8%	9.5%	100.0%

Table 4.12 indicates that National Executive Leaders performed *Below Average* to appeal to new users at 42.9 per cent, 19 per cent performed *Poorly*, 14.3 per cent were at *Average*, 9.5 per cent *Above Average*, 4.8 per cent *Below Excellent* and 9.5 per cent at *Excellent*.

Table 4. 13 *Analysis of Gained Followers*

Report			
Analysis of Gained Followers			
Rating scale	N	Mean	Std. Deviation
Poor	4	.0000	.00000
Below Average	9	1.1111	.33333
Average	3	2.0000	.00000
Above Average	2	4.0000	.00000
Below excellent	1	5.0000	.
Excellent	2	6.0000	.00000
Total	21	1.9524	1.90987

Table 4.13 shows that a third of the National Executive Leaders performed below average on attracting new followers – nine out of 21 were at Below Average, while four National Executive Leaders have a Poor Rating. The Standard Deviation of Poor, Above Average, Excellent, Average ratings were similar while the Standard Deviation for Below Average was at 0.34.

Table 4. 14 *Chi Square analysis gained followers*

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.500[a]	10	.000
Likelihood Ratio	24.157	10	.007
Linear-by-Linear Association	11.708	1	.001
N of Valid Cases	21		

a. 18 cells (100.0%) have expected count less than 5. The minimum expected count is .05.

Table 4.14 shows that the relationship between total average tweets a day and total tweets during the study is statistically significant since p-value (0.000) is less than 0.05 threshold. The appeal for the return of visitors was investigated through gained

followers during the period of the study. New followers on *Twitter* are attracted to content shared by the users they follow (Waters et at al., 2011). Generation of return visits also shows the extent visitors are given incentives to return to social media pages over time. For this study, the ability of users to follow the National Executive Leaders, was highly contributed by regular updates on *Twitter*. National Executive Leaders with 401≥ tweets during the period gained more new followers, while those with 250 tweets gained fewer followers at 42.9 per cent. Nineteen percent of the National Executive Leaders performed *Poorly*, and had 1-100, tweets posted in their account during the study. Therefore, the return to visit was dependent on new content posted by National Executive Leaders on their *Twitter* accounts.

To further analyze the generation of return visits principle, the study sought to determine if there was a correlation between the gained followers and tweets posted during the study period. Thus, Table 4.14 established that majority (66.7 per cent) of the National Executive Leaders posted an average of 1-5 tweets a day and only 4.8 per cent of the Leaders posted 6-10 tweets a day. Therefore, the number of tweets during the study determined repeat visits to the *Twitter* handles of the National Executives.

Table 4. 15 *Analysis of tweets during the period vs average tweets a day Cross tabulation*

Analysis of tweets during the period vs average tweets a day Cross tabulation					
		Average tweet a day			
Tweets during the study period		0	1-5	6-10	Total
Total	Count	6	14	1	21
	% of Total	28.6%	66.7%	4.8%	100.0%

A Pearson correlation test was carried out to examine the relationship between average tweets a day and total tweets during the study period. The study found a significant correlation at r=0.958, p=0.001). Therefore, this means that the principle of

return of visit was used less by the National Executive Leaders and that content strategy influenced the number of followers.

Table 4. 16 *Average Tweet Per Day for a period of 3 months*

		Ave. Tweet Per Day for a period of 3 months	Analysis of tweet during the period
Ave. Tweet Per Day for a period of 3 months	Pearson Correlation	1	.958**
	Sig. (2-tailed)		.000
	N	21	21

A further analysis was conducted on a Likert's scale to explore the frequency of the content shared or posted by the National Executive Leaders. Table 4.16 shows that National Executive Leaders who had tweets between 101-200, were classified as *'mostly'* at 33.3 per cent, while the majority had 42.9 per cent of tweets classified *'rarely'*, meaning they posted 0-100 posts during the study period.

Table 4. 17 *Likert's scale on average daily tweets and study period*

		Likert's scale for tweets					**Total**
		Always	Almost Always	Mostly	Occasionally	Rarely	
Total	Count	1	2	7	2	9	21
	% of Total	4.8%	9.5%	33.3%	9.5%	42.9%	100.0%

Table 4. 18 *Average Tweet Per Day for a period of 3 months*

Report			
Ave. Tweet Per Day for a period of 3 months			
Likert's scale for tweets at study period	N	Mean	Std. Deviation
Always	1	6.00	.
Almost Always	2	5.00	.000
Mostly	7	2.14	.378
Occasionally	2	1.50	.707
Rarely	9	.33	.500
Total	21	1.76	1.758

The table shows that an average of nine National Executive Leaders rarely posted new tweets on their Twitter handles, while an average of one National Executive Leader always posted new information. The Standard Deviation of those that posted new content occasionally and rarely was relatively close at 0.7 and 0.5 respectively. In this case, the study found that content determined the generation of return visits and there was the least appeal to return of visits since there was inconsistency in posting of messages on *Twitter* accounts. These findings are consistent with Baumagarten, (2011), which indicated that the return to visits was the least used dialogic principle in their study of how U.S. non-profit organizations are using *Twitter* to foster dialogic communications. It also reflects Agozzino (2015) study on dialogic communication through pinning, which found that the generation of return had the lowest index score or less popular amongst the principle analyzed at 50%.

4.4 Chapter Summary

This chapter presents the results and findings of the study. Findings are presented in frequency tables and graphs/figures. The presentation is aligned to the research questions and covers the adoption of *Twitter* by the National Executive Leaders, the content posted by National Executive leaders which are either governance related or non-governance related, how the National Executive measures the reach of their messages, and lastly the quality improvement strategies. Additionally, the chapter presents findings of thet extent to which Twitter *has been* being adopted as a participatory and engagement tool by National Executive Leaders and whether the NE has embraced hashtags in their *Twitter* communications. The next chapter presents a discussion of findings, conclusions, and recommendations.

CHAPTER FIVE

DISCUSSIONS, CONCLUSIONS, AND RECOMMENDATIONS

5.1 Introduction

This chapter represents a clear and concise summary, discussion, and interpretation of the study findings. The interpretation of the study guides the discussion, which leads to the establishment of key conclusions and recommendations for future application. It is imperative to comprehend that all these tasks are undertaken based on the data that was collected and analyzed to achieve the study objectives.

5.2 Summary

Twitter is an important communication tool as the study reveals. The aim of the study was to find out the utilization of *Twitter* by National Executive Leaders; to establish the extent to which the National Executive leaders have embraced *Twitter* content strategies; explore the type of information that National Executive Leaders post on *Twitter*, and the nature of interactions between National Executive Leaders and their followers.

The study established that 21 out of 23 National Executive Leaders have a presence on *Twitter* or they are using it as a communication platform. It further established that only 18 National Executive Leaders were active during the study period and posted content regularly. The extent of *Twitter* adoption for the National Executive Leaders is evidenced by the average number of followers, year joined, and the number of tweets as well as the number of new tweets during the study period. The study also established that 18% of the National Executive Leaders have profiles (*Twitter* profiles helps the audience understand who you are) only on their *Twitter* accounts, while 81.1% have both profiles and web link (the weblinks were related to their ministries) in their

accounts. *Twitter* profiles are important on social media pages, because they describe who owns the account and who they are. When spiced up with a web link, the account implies that the owner takes the platform more seriously. In addition, *Twitter* profile and web links are similar to a website landing page. This validates Khan et al. (2014) study that had argued that *Twitter* accounts/profiles hereafter 'accounts' provide useful information on *Twitter* users' interaction patterns, including the numbers of followers, followings, and tweets.

The study further found out that National Executive Leaders uses *Twitter* as a broadcast tool. This is evidenced by the number of tweets favorited and retweeted during the study period at 83.3 per cent. The findings show that National Executive Leaders use *Twitter* to share information related to government activities at 87.2 per cent, while 12.5 per cent share information unrelated to government activities, which was examined by the usefulness of information principle. The study found that the usefulness of information principle was in existence.

The interactions between National Executive Leaders and their followers (public) were investigated by use of three *Twitter* features, namely; reply, mentions and hashtags. The study found low levels of interactions, which was analyzed using the dialogic loop principle. The findings show that the nature of content posted determined if the owner of the account garnered new followers. Therefore, the content was a hook to appeal to new followers, further creating traffic to the *Twitter* pages. However, there was inconsistency in posting content on *Twitter*. This means most followers did not return to the page, because if you don't post frequently, there is no new information. Therefore, the return to visit principle was not present.

5.3 Discussion

The study section provides an analysis of the three dialogic principles investigated during the study. Three Cabinet Secretaries; @cswillybett @HKRotich and @Cleophasmailu did not post any information on their *Twitter* handles during the study period. This shows lack of appreciation of the platform, considering that their ministries are the most critical in the country – Agriculture, National Treasury and Health respectively. For CS Mailu unavailability to share information on Twitter is odd, considering that during the study period there were several doctors' strikes, while at the same period there were various discussions on Food Security – which falls in the Ministry of Agriculture.

5.3.1 Dialogic loop principle

The fundamental principle of using social media appropriately in an organization is to create an appealing conversation with the audiences that your institution serves. The study findings indicate that while National Executive Leaders are taking some steps to create dialogues and initiate online conversations that raise awareness of government activities to online communities, these leaders are not fully utilizing the *Twitter* features; particularly replies. This study supports previous findings that organizations are not effectively implementing all five dialogic principles online (Bortree & Seltzer, 2009). The study found out that National Executive Leaders vary in their ability to utilizing dialogic loop principles. The study found out that there were low interactions between National Executive Leader and their followers. The investigation of interactions that combined all replies, mentions, and hashtags features using a Likert's scale found that majority of National Executive Leaders had *low interactions* with their followers at 66.7 per cent, while only 1.9 per cent of the understudy had *highest interactions* with their followers, 14.8 per cent had *average*

interactions, 13 per cent had *high interactions* while 3.7 per cent had *lowest interactions*. The results also mirror the conclusion of Agozzino (2015) environmental advocacy groups' use of *Facebook* pages to determine the dialogic strategies at work on advocacy groups' profile, which revealed that the advocacy group were not utilizing the dialogic loop strategies or generation of return visits. In addition, the finding reflects Water et al.'s (2011) study that shown the weakest areas of dialogic principles were among the health centres social media communications was the dialogic loop and the generation of return visits.

Of the three features examined on interactions, hashtags were the 'mostly' used form of interaction, further supporting, Tully and Ekadale (2014) study on the use of hashtags in Kenya. The authors revealed that hashtags in Kenya, create spaces that facilitate a rapid back-and-forth style of communication in which users can endorse the contributions of others through retweets, respond to each other's statements through replies, or add a new dimension to the conversation by tagging tweets that are humorous, angry, calculated, or absurd. The same authors, further revealed that through the use of hashtags, Kenyans on *Twitter* unite against self-bestowed pay raises by Members of Parliament, respond to media misrepresentations of their country, and engage in discussions about Kenya's national identity and global position. Through humor and serious critique, participants in these sites of playful engagement challenge inequality and push development agendas forward.

Therefore, online citizen interactions with National Executive Leaders were mostly in the form of comments made after a tweet. Even though the leader attempted to connect with the online citizens, the results are somewhat discouraging that not many comments were responded to. The result also implied that National Executive Leaders were unwilling to respond to online citizens'. To achieve a two-way communication,

more responses should be given by the National Executive Leaders through replies or direct messages rather than relying on hashtags or mentions. Finally, National Executive Leaders do not use *Twitter* as a conversational platform.

5.3.2 Usefulness of information

The study findings indicate that National Executive Leaders are using *Twitter* to share information with their online citizens related to government activities. Such information creates awareness about government activities amongst the audiences while at the same time building a relationship with them. More specifically, 87.5 per cent of the National Executive Leaders shared government related information, while 12.5 per cent shared non-government related information. Out of 3,223 tweets, there were 1,740 tweets (53.99 per cent) which contained announcement variables in total, event formal had 866 tweets (26.87 per cent) in total, political tweets were 238 (7.38 per cent) in total, diplomacy tweets were 171 (5.31 per cent) in total, feedback tweets were 137 (4.25 per cent) in total, event informal tweets were 66 (2.05 per cent) while appointment tweets were only five (0.16 per cent). Thus, the usefulness of information principle was apparent in the National Executive Leaders tweets. This finding confirms observations from Water et al.'s (2011) study which revealed that the strongest areas of dialogic principles were the provision of useful information and conservation of visitors. This study's findings further mirror Agozzino's (2015) analysis of top 10 most followed organizations' *Pinterest* profiles study that revealed the usefulness of information principle was the highest dialogic principle at 84 per cent, the second highest principle – dialogic loop – had an index score of 75 per cent. Additionally, conservation of visitors had an index score of 73 per cent, while the generation of return visits had the lowest index score of 50 per cent.

Government related information dominated the posts of most of these leaders. The information posted was liked and retweeted, indicating that the National Executive Leaders utilized *Twitter* as a broadcast tool, further supporting (Ssozi, 2015) study that argued that favorites and retweets don't directly contribute to a conversation. Ssozi (2015) stated that *Twitter* becomes a broadcast tool, where the primary objective of a given user is to retweet opinions or thoughts that interest him or her with the aim of spreading the message far and wide; paying very little or no attention to replies addressed to them or conversation initiated by other users.

The need to share the information is motivated by the need to communicate and clarify government policies and activities to the public. The use of *Twitter* by Governments is not something new according to (Khan et al., 2014). Kenya has joined the US, the UK, Australia and many other nations in appreciating the effective role of Twitter in communicating with citizens. This finding, further echoes the outcome of the study done by Alam and Lucas (2011) who determined that the Australian government relies on *Twitter* to reach a wide audience, communicate government policies and information about government formal events. Based on the coded tweets, this study supported Park et al., (2016) who presented the major roles *Twitter* plays in government. The four roles were extending the reach of communications, updating and sharing information, building relationships, and collaborating with stakeholders. This study supported two of the roles suggested by Park et al. (2016), which were extending the reach of communications and updating and sharing information. The study found that National Executive Leaders use *Twitter* to disseminate information and activities related to government. According to Khasawneh and Abu-Shanab (2013), social media is an effective medium of communication because it allows two-way communication flow. Simon et al. (2014) echo the same findings in a study that examined the use of

Twitter in Kenya. It seems the same spirit of sharing information, inspired the National Executive Leaders to share non-government related information that is neutral issues, personal views, and government related information. These findings further, validates Straus et al's., (2013) study on the adoption of *Twitter* in the 111th US Congress that found out that House Members' and Senate's decision to register Twitter accounts were driven by their desire to deliver their message to a wider audience. The study shows that the nature of interactions was limited to retweets and likes of tweet messages. This validates Alam and Lucas' (2011) study that examined the use of *Twitter* by the Australian government. In their study, they examined the use of *Twitter* by government agencies and the interaction with the citizens. They found out that government agencies use tweets to disseminate and broadcast news, provide updates about their work, and provide information about their events. Therefore, it is clear that leaders are using *Twitter,* and it would be foolish to miss an opportunity of reaching out to the citizen. These outcomes validate Tomaseli and Sundar's (2011) study that *Twitter* is extensively used for social conversations, with 81 per cent of African users using it to converse with friends. The study reveals that Kenyans rely on Leaders' *Twitter* accounts to obtain information at no cost. Finally, the data obtained demonstrate that National Executive Leaders have not adopted *Twitter* as a platform for propaganda, but rather to communicate or connect with the citizens.

5.3.3 Generation of return visits

The present study was also guided by an attempt to understand if the National Executive Leaders employ content strategies to generate the return of visitors to their *Twitter* accounts. The findings in this research indicate that the generation of return visits was the weakest principle because most National Executive Leaders infrequently posted new content on their pages. A Pearson correlation found a significant relation

between new followers and total tweets during the study. Thus, followers or online communities follow National Executive Leaders because they want to be informed. For example, the President and Deputy President's *Twitter* pages garnered 510 and 460 new followers, because they post new information at least six times a day. National Executive Leaders who had between 101-200 tweets were categorized as *'mostly'* at 33.3 per cent, while a large number of National Executive Leaders had 42.9 per cent of tweets categorized as *rarely',* meaning they posted 0-100 tweets during the study period. Therefore, the more times a leader posts new content the higher their chances of increasing the number of followers. This concurs with Waters et al.'s (2011) position that the generation of return visits was the weakest principle and was perceived as the most difficult to implement effectively. This was further supported by Bortree & Seltzer, (2009), Seltzer & Mitrook, (2007) and Taylor & Kent, (2004). Martin et al. (2015), found out that no city in the European Union made use of the principle of generating visitors. Therefore, this validates Leone et al. (2013) study on *Twitter* use by Italian ministries and government department examined to what extent was *Twitter* was used to facilitate a participatory approach through new content. The study found that the majority of the organizations studied showed a low appreciation of content.

5.4 Conclusions

The application of dialogic principles in social networks is still underutilized. This is because most of the content posted is aimed at creating awareness and minimum conversations. In public administration, the use of these principles can produce significant benefits since social networks in themselves favor relations between the government and the online communities. The theory of dialogic communication makes it possible to study how governments use *Twitter* as a broadcast and conversational tool.

The study found that 21 out of 23 National Executive Leaders had *Twitter* handles. Moreover, those that do, obtain only one benefit of using the platform. The main reason for joining *Twitter* is to establish an online relationship with online communities (Ssozi, 2016). So far, the National Executive Leaders have established a presence on *Twitter* but their conversation with the followers is low as the findings show. Therefore, the leaders need to be trained in communications theories. If the leaders are trained, the use of *Twitter* as a communication platform will improve. Clearly, these results are open to improvement, because governments are mostly unaware of this theory, and future awareness represents an opportunity for them to improve their relationships with citizens.

On the dialogic principles analyzed here, we stress the importance of the dialogic loop principle in government communications; this plays a key role in enhancing public participation and favors the emergence of relations based on dialogue and interactions with the population. However, the findings show that this principle is currently not fully utilized in dialogic communication strategies, and therefore, many National Executive Leaders are failing to obtain the considerable benefits and potential offered by the *Twitter* application for their relationships with online communities. On the other hand, the subtopic reflecting information of interest to online audience shows that leaders, through their *Twitter* profiles, should improve or work harder to provide more information to their online communities in order to generate return visits. According to the results of our analysis, National Executive Leaders need to improve some of their online communication strategies, especially in the following respects, introducing a policy to generate value-added content in multiple formats (images, videos and others); applying policies to encourage user interaction and achieving a stronger linkage between the government's social networks platforms and its website.

To achieve these goals, online relationships must be made more professional, and an appropriate approach in this respect would be to recruit a Community Manager, to be responsible for energizing online relationships between National Executive Leaders and online audiences, channeling their demands and managing the information that is to be published.

The findings of the study confirm that National Executive Leaders use *Twitter* as a broadcast tool rather than for conversation. It also confirms that the understudy uses the platform to share information related to government and not propaganda. In addition, National Executive Leaders do not have content strategies, hence are not able to generate returns in their pages. The leaders see *Twitter* as the fastest way to reach many people within a very short time. National Executive Leaders have embraced the use of hashtags to increase tweet visibility is common as confirmed by the study findings. The Kenyan National Executive is among the few governments in Africa that are starting to embrace the use of social media to communicate and engage citizens.

The government has embraced *Twitter* as an effective communication medium to the point of preparing guidelines that allow top officials to hire people who focus on the use of social media platforms to communicate to members of the public. In summary, the results of this study extend our understanding of dialogic principles applied by National Executive Leaders on *Twitter*.

5.5 Study Limitations

This study had two limitations. First, our analysis is based on a textual analysis of *Twitter* posts. While this approach is useful in elucidating how technological differences between the older and newer forms of communication technologies have impacted government communication, this study is not able to ascertain motivations, which guide National Executive Leaders to use of the *Twitter*. Linked to this limitation

is the researcher inability to measure the authenticity of the government's responsiveness to the needs of its citizens when using twitter to communicate.

5.6 Recommendations for Policy and Practice

I. In order to analyze whether National Executive Leaders fully understand *Twitter* features, there is a need to interview all the leaders, because it seems their PR departments are charged with posting information on their behalf. This is because the ministry and cabinet secretaries accounts had related information.

II. The CAK a regulatory body in charge of communication in Kenya, needs to step up its effort to increase the rate of internet penetration across the country, especially in rural areas and major towns. At the same time, it must reduce the cost of internet connection which is a deterrent to the use of the medium.

III. The relevant authorities must monitor *Twitter* which has become a breeding ground for hate speech where people are defamed, inflammatory remarks are made and propaganda is continuously spread *especially* during the election campaign period.

IV. The government needs to adopt *Twitter* in providing some of its services to the public given the wide reach of the platform and its ability to send messages instantly.

V. Since the study targeted only the National Executive Leaders, a similar study can be done on other levels of government such as Principal Secretaries, Governors, Senators, Member of Parliaments and Ministries.

VI. Considering that this study was conducted when *Twitter* had only 140 characters, a similar study can be done now that *Twitter* has 280 characters per tweet.

VII. Given the period that this study was conducted a year to the general elections a

similar study can be done after the election campaign window when new appointments have been made.

5.7 Recommendations for Further Studies

For future research, scholars can analyze whether content on National Executive Leaders *Twitter* pages cause their followers to respond or react to that content. The communication style such as the tone of National Executive Leaders on *Twitter* pages can also be an avenue of further research to determine which styles of communication they prefer to communicate messages on.

It would also be important to investigate the National Leaders use of other social media platforms such as *Facebook, Instagram, Blogs,* and *YouTube*.

Further work involving interviews with National Executive Leader and citizens who use these technologies for citizen-government communication will provide greater insights into the effectiveness of web 2.0 technologies on policy development.

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APPENDICES

Appendix A – Approval 1 IRB

United States International University-Africa

TO WHOM IT MAY CONCERN.

23rd July, 2018

Dear Sir/Madam,

REF: PERMISSION TO CONDUCT RESEARCH – PATRICK GITHINJI
STUDENT ID. NO. 645313

The bearer of this letter is a student of United States International University (USIU) -Africa pursuing a Master of Business Administration.

As part of the program, the student is required to undertake a dissertation on **"Tweeting Government: An Analysis of Kenya's National Executive Leaders' Use of Twitter as a Communication Tool"** which requires him to collect data.

Please note that information provided will be treated with utmost confidentiality and will only be used for academic purposes.

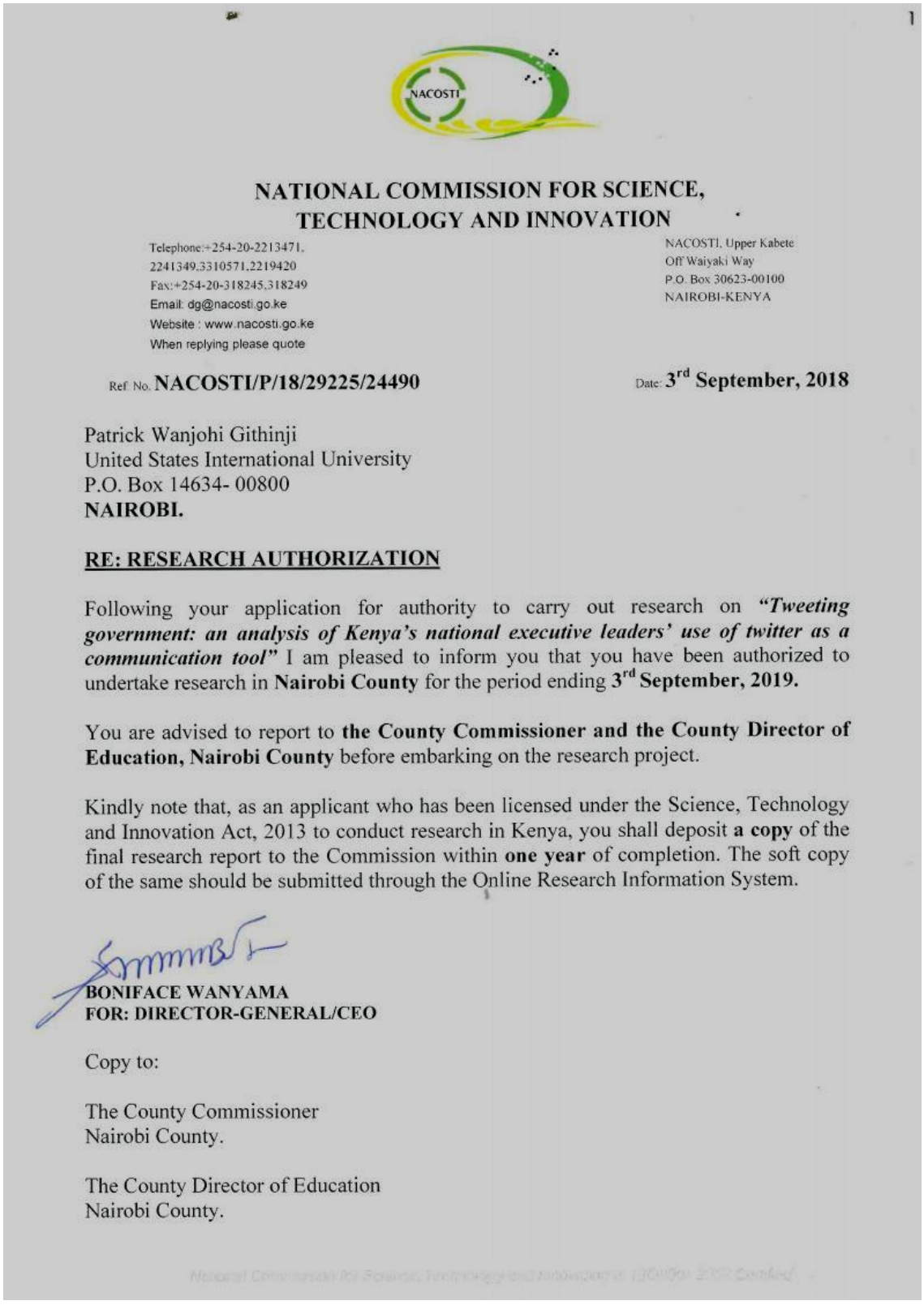
Kindly assist the student get the appropriate data and should you have any queries contact the undersigned.

Yours Sincerely,

Prof. Amos Njuguna,
Dean – School of Graduate Studies, Research and Extension
Tel: 730 116 442
Email: amnjuguna@usiu.ac.ke

p.o.box 14634-00800 Nairobi, Kenya | tel:254-730-116-000 | info@usiu.ac.ke
www.usiu.ac.ke

Appendix B – Approval 2 NACOSTI



NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY AND INNOVATION

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NAIROBI-KENYA

Ref. No. **NACOSTI/P/18/29225/24490**

Date: **3rd September, 2018**

Patrick Wanjohi Githinji
United States International University
P.O. Box 14634- 00800
NAIROBI.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on ***"Tweeting government: an analysis of Kenya's national executive leaders' use of twitter as a communication tool"*** I am pleased to inform you that you have been authorized to undertake research in **Nairobi County** for the period ending **3rd September, 2019.**

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

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

BONIFACE WANYAMA
FOR: DIRECTOR-GENERAL/CEO

Copy to:

The County Commissioner
Nairobi County.

The County Director of Education
Nairobi County.

Appendix C – Research Tools: Coding Book Analysis

Section 1: Adoption
Year Joined
Number of follower's
Total number of tweets this account posts
Number of new tweets
Do national executives have profiles, web-links or blogs…….

Section 2 Content type:

1) Government Related Updates_____
- Diplomacy
- Appointment
- Announcement
- Political
- Events
    - Formal
    - Informal

2) Non-Governmental Updates_____

Section 3. Interactions
(a) Type of engagement – (I) Likes, (II) retweet (iii) mentions (iv) replies (v) hashtags

Section 4. Visits returns

(a) Total gained followers during the study period, and average tweets posted daily during the study period

Appendix D – Leaders' Twitter Presence Table

	Ministry/	Twitter Handle	Year of Joining Twitter
Adan Mohamed	Industrialization	**@AdanMohamedCS**	Aug-13
Amb Raychelle Awuor Omamo	Defense		
Amb Amina Mohamed	Foreign Affairs	@AMB_A_Mohammed	Apr-13
Charles Keter	Energy & Petroleum	@ketercharles	Oct-12
Cleopa Kilonzo Mailu	Health	@Cleophasmailu	Jan-16
Dan Kazungu	Mining	@HonDanKazungu	N/A
Dr Fred Okengo Matiangi	Education	@FredMatiangi	Apr-13
Dr Hassan Wario Arero	Sports, Arts & Culture	@AreroWario	Jun-13
Eugene Wamalwa	Water & Irrigation	@EugeneLWamalwa	May-12
Gen (Rtd)Joseph K Nkaissery	Interior	@GenNkaisserry	N/A
Githu Muigai	Attorney General	@Githumuigai	Sept 11
Henry K Rotich	Finance & National Treasury	@HKRotich	Dec-13
James Macharia	Transport & Infrastructure	@JamesMacharia_	Mar-12
Joe Mucheru	ICT	@mucheru	Feb- 09
Mwangi Kiunjuri	Devolution & Planning	@CS_Kiunjuri	Feb-16
Najib Balala	Tourism	@tunajibu	Feb-10
Phyllis J K Kandie	Labour & EAC Affairs	@Kandie_Phyllis	N/A
Prof Jacob T Kaimenyi	Lands		
Prof Judi W Wakhungu	Environment	@JudiWakhungu	2010
Sicily Kanini Kariuki	Public Service, Youth & Gender Affairs	@SicilyKariuki	N/A
Uhuru Kenyatta	President	@Ukenyatta	Aug- 10
William Ruto	Deputy President	@WilliamsRuto	July 2011
Willy Bett	Agriculture	@cswillybett	N/A

Appendix E – Schedule of Work

	Fall 2016	Dec 9th, 2016	Dec 15th, 2016	Feb-March	April 2017	May to October 2017	December 2017	September 2018
Proposal writing and preparation								
Proposal defense								
Tool testing								
Data Collection								
Data analysis								
Discussion and Conclusion								
Presentation								
Graduation								

Appendix F – Budget

ACTIVITY	QUANTITY	TOTAL (KES)
Stationary	1@2,000	2,000
Travel costs	4@1,000	4,000
Research assistants	4 @2,000	8,000
Technology costs	1@50,000	50,000
Total		**64,000**

Appendix G – Analysed Data

	Sections 1 & 2: Presence & Content strategy											
	Twitter Handle	Profile/Web/Links/Blog	Year Joined	Verified	Protected	Total No. of Followers	Total No. of Tweets	Gained Followers during the study period	New Tweets for a period of 3 months	Ave. Tweet Per Day for a period of 3 months	Tweet with Links during the study	List Followers
Dan Kazungu	@CSDanKazungu	Profile and link	Feb 3rd 2016	No	No	1086	604	0	210	2	18	8
Prof Judi W Wakhungu	@JudiWakhungu	Profile and link	Aug 14th 2010	Yes	No	99749	7040	150	206	2	24	147
Eugene Wamalwa	@EugeneLWamalwa	Profile and link	May 2nd 2012	No	No	36382	2337	90	263	3	2	42
Henry K Rotich	@HKRotich	Profile and link	Dec 6th 2013	No	No	8344	126	0	0	0		
Dr Hassan Wario Arero	AreroWario	Profile	June 19 2016	Yes	No	24620	958	179	54	1	0	28
Dr Fred Okengo Matiangi	@FredMatiangi	Profile and link	Apr 25 2013	No	No	58026	422	81	10	0	0	48
James Macharia	@JamesMacharia_	Profile and link	March 15 2012	No	No	21564	829	171	19	0	3	33
Willy Bett	@cswillybett	Profile and link	Feb 3rd 2016	No	No	424	9		0			
Gen (Rtd)Joseph K Nkaissery	@GenNkaisserry	Profile and link	Jan 20th 2016	Yes	No	15486	287	83	56	1	3	6
Amb Amina Mohamed	@AMB_A_Mohammed	Profile and link	April 25th 2013	Yes	No	311643	6408	386	471	5	9	323
Sicily Kanini Kariuki	@SicilyKariuki	Profile and link	Feb 2nd 2016	No	No	7178	1140	74	209	2	34	23
Najib Balala	@tunajibu	Profile and link	Feb 20th 2010	Yes	No	191473	3682	418	163	2	5	116
Charles Keter	@ketercharles	Profile and link	Oct 9th 2012	Yes	No	28616	1426	122	177	2	12	30
Phylis J K Kandie	@Kandie_Phyllis	Profile	June 25th 2014	No	No	23819	3606	53	37	0	1	36
Adan Mohamed	@AdanMohamedCS	Profile and link	Aug 1st 2013	Yes	No	82340	3788	363	201	2	21	107
Joe Mucheru	@mucheru	Profile and link	Feb 27th 2009	Yes	No	10398	1027	21	89	1	10	77
Dr Cleopa Kilonzo Mailu	@Cleophasmailu	Profile and link	Jan 27th 2016			285	0	0	0			1
Mwangi Kiunjuri	@CS_Kiunjuri	Profile and link	Feb 22nd 2016	No	No	3079	632	16	202	2	12	14
Githu Muigai	@Githumuigai	Profile	Sept 4th 2011	No	Yes	800	1628	n/a	119	1	8	1
Uhuru Kenyatta	@Ukenyatta	Profile and link	Aug 26th 2010	Yes	No	2042153	7979	60063	510	6	39	1374
William Ruto	@WilliamsRuto	Profile and link	July 12th 2011	Yes	No	1143428	4901	11788	460	5	17	441

		Section 3 Content Type								
	Twitter Handle	Government Related Diplomacy	Government Related Appointment	Government Related Announcement	Government Related Political	Government Related Event Formal	Government Related Event Informal	Govt Related Feedback	Govt unrelated	Total
Dan Kazungu	@CSDanKazungu	0	0	88	11	89	6	11	1	206
Prof Judi W Wakhungu	@JudiWakhungu	1	0	65	0	97	0	21	22	206
Eugene Wamalwa	@EugeneLWamalwa	0	1	102	27	79	22	3	29	263
Henry K Rotich	@HKRotich									
Dr Hassan Wario Arero	AreroWario	0	0	34	0	18	1	1	0	54
Dr Fred Okengo Matiangi	@FredMatiangi	0	0	0	0	0	0	10	0	10
James Macharia	@JamesMacharia_	0	0	10	0	7	0	2	0	19
Willy Bett	@cswillybett									
Gen (Rtd)Joseph K Nkaissery	@GenNkaisserry	1	0	37	0	14	1	3	0	56
Amb Amina Mohamed	@AMB_A_Mohammed	63	2	277	0	114	6	9	0	471
Sicily Kanini Kariuki	@SicilyKariuki	2	0	93	0	102	0	9	3	209
Najib Balala	@tunajibu	7	0	103	12	11	1	9	20	163
Charles Keter	@ketercharles	6	0	98	1	41	0	9	22	177
Phylis J K Kandie	@Kandie_Phyllis	4	0	7	0	16	0	10	0	37
Adan Mohamed	@AdanMohamedCS	10	1	146	0	30	0	5	9	201
Joe Mucheru	@mucheru	0	0	30	0	23	0	18	18	89
Dr Cleopa Kilonzo Mailu	@Cleophasmailu									
Mwangi Kiunjuri	@CS_Kiunjuri	0	0	134	2	47	1	14	4	202
Githu Muigai	@Githumuigai	0	0	17	0	3	0	3	96	119
Uhuru Kenyatta	@Ukenyatta	60	1	261	63	108	14	0	3	510
William Ruto	@WilliamsRuto	17	0	238	122	67	14	0	2	460

		Section 4: Type of Engagement									
	Twitter Handle	Replies	Mentions	Hashtags	No. of tweets liked/favorited	Total number of tweets liked/favorited	No. of tweet retweeted	Total number of tweets Retweeted	Most mentioned users on tweets	Popular Hashtags	Total No. of Hashtag during the study
Dan Kazungu	@CSDanKazungu	3	33	60	57	211	61	292	madinikenya	MiningKe-14	60
Prof Judi W Wakhungu	@JudiWakhungu	3	210	116	102	2121	100	1548	Environment_Ke	Rio2016-14	116
Eugene Wamalwa	@EugeneLWamalwa	4	117	67	252	3366	252	2894	SegorFred and NIBKenya	Maradaycelebration-6	67
Henry K Rotich	@HKRotich						0	0			
Dr Hassan Wario Arero	AreroWario	1	13	8	36	200	22	126	Moscakenya	RoadtoRio	8
Dr Fred Okengo Matiangi	@FredMatiangi	9	18	0	10	236	10	81	NTVKenya	Nil	0
James Macharia	@JamesMacharia_	1	4	0	13	46	12	51	WilliamRuto	Nil	0
Willy Bett	@cswillybett						0	0			
Gen (Rtd)Joseph K Nkaissery	@GenNkaisserry	0	12	4	14	305	13	209	KaranjaKibicho	Gold -1	4
Amb Amina Mohamed	@AMB_A_Mohammed	16	75	105	386	17090	384	9891	Ukenyatta	UCTAD-26	105
Sicily Kanini Kariuki	@SicilyKariuki	12	148	116	165	1656	161	1310	Ukenyatta	UNGA-38	116
Najib Balala	@tunajibu	4	28	38	24	782	22	543	MagicalKenya	MagicalKenya	38
Charles Keter	@ketercharles	3	25	47	100	1142	103	973	WilliamRuto	Statehouse Summit	47
Phylis J K Kandie	@Kandie_Phyllis	7	10	3	28	271	22	107	ErastusMwan	Burundiat54	3
Adan Mohamed	@AdanMohamedCS	11	42	66	101	1153	100	1258	Mohammedhersi	UCTAD	66
Joe Mucheru	@mucheru	19	26	1	42	268	40	304	JustineGreening	Happynewmonth	1
Dr Cleopa Kilonzo Mailu	@Cleophasmailu						0	0			
Mwangi Kiunjuri	@CS_Kiunjuri	6	63	62	79	374	81	522	Devolution254	Ticadvi	62
Githu Muigai	@Githumuigai	4	15	2	7	12	0	0	MailOnline	Googlealerts	1
Uhuru Kenyatta	@Ukenyatta	2	59	142	432	91827	432	41779	NarendraModi	Ticadvi	142
William Ruto	@WilliamsRuto	1	62	118	397	68000	397	48316	K24TV	Ticadvi	118