National 2022 Report

on Disinformation & the Role of Big Tech in Kenya

COUNCIL FOR
RESPONSIBLE
SOCIAL MEDIA
Making Big Tech Accountable In Kenya

TÍFA
RESEARCH

Public Opinion Research

Mis/Disinformation & the Role of Big Tech in Kenya

Contents

Section 1: Introduction

- Study Objectives
- Approach & Methodology

Study Objectives

The study's main objective was to understand public opinion on mis/disinformation and hate speech the impact of social/digital media communications platforms in Kenya, and identify possible remedies:

- In General **harms around disinformation**

- To understand the **attitudes toward digital platforms/Big Tech** and also the roles they play in disinformation

- To assess the **salience of false and misleading messages,** aligned with mis/disinformation

- To use the **insights generated** from the study to inform strategies that could effectively counter disinformation for multiple stakeholders - policymakers, regulators, civil society and through citizen action

Research Methodology

Qualitative Research (Exploratory)	Questionnaire Design	Quantitative Research
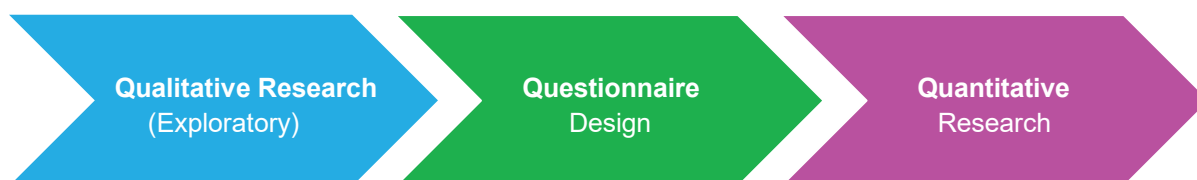
Qualitative Research

- Qualitative research conducted between 23 March - 14 May 2022. The findings of the FGDs were used to informed the questionnaire design.

Quantitative Research

- A national household sampling methodology targeting internet users. This report presents the findings of the quantitative and qualitative findings.

Item	Survey details
Data collection methodology	Quantitative
Target respondents	• Internet users: past 2 weeks users • Age: 18+ years • Gender: Both male and female • Religious ideology: progressives, moderates and conservatives
Duration of study	28th May to 15th July, 2022
Geographical coverage	National coverage
Sample	• Achieved: n = 1,992 • Random household sampling

Respondents' Demographics
Survey respondents vs census data

- There were more respondents aged 18 to 24 years in this surveys' sample as compared to the census population. This skew could be because the sampling targeted internet users who are more likely to be youthful.

Gender & age

■ Survey respondents ■ Census Data
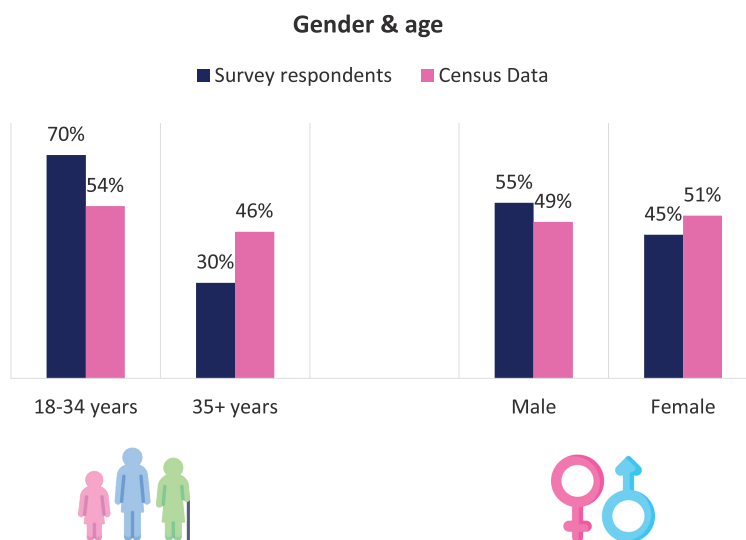
- There sample had a higher proportion of urban users than the proportion in the census data. This is because access to the internet is higher in urban areas.

Setting

■ Survey respondents ■ Census Data
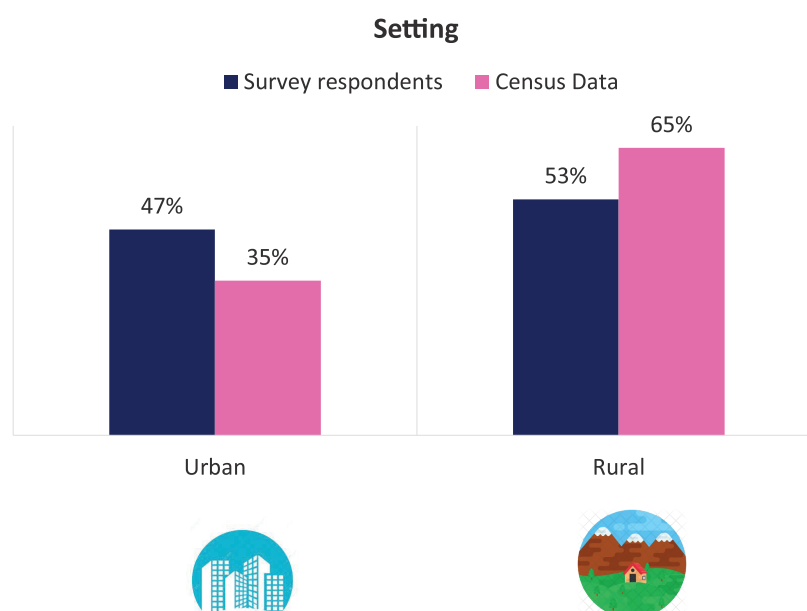
- The random sampling resulted to lower incidence of internet users vis a vis the census population in Nairobi. On the contrary the number of internet users in the sample is higher than the population in Eastern and Rift Valley regions.

	Central	Coast	Eastern	Nairobi	North Eastern	Nyanza	Rift Valley	Western
Survey respondents	10%	12%	13%	17%	2%	13%	21%	12%
Census Data	11%	9%	18%	11%	4%	12%	25%	10%

■ Survey respondents ■ Census Data
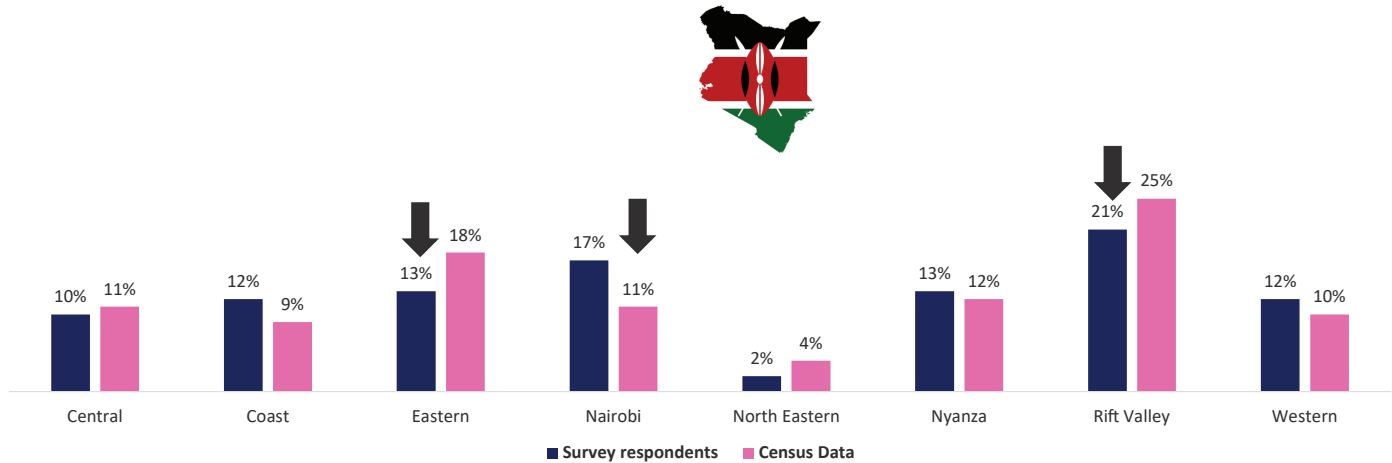
Section 2: Summary Findings

Social Media Consumption

- Television was mentioned to be the main source of general news followed by social media. The main social media platforms used by the respondents is Facebook and WhatsApp.

  - Kenyans report that the top social media platforms they utilize are the predominant platforms where they experience mis/disinformation.

71%
Television

64%
Social Media

50%
Radio

Bar chart:
- Facebook: 83%
- WhatsApp: 74%
- YouTube: 49%
- Instagram: 30%
- Twitter: 28%
- TikTok: 28%
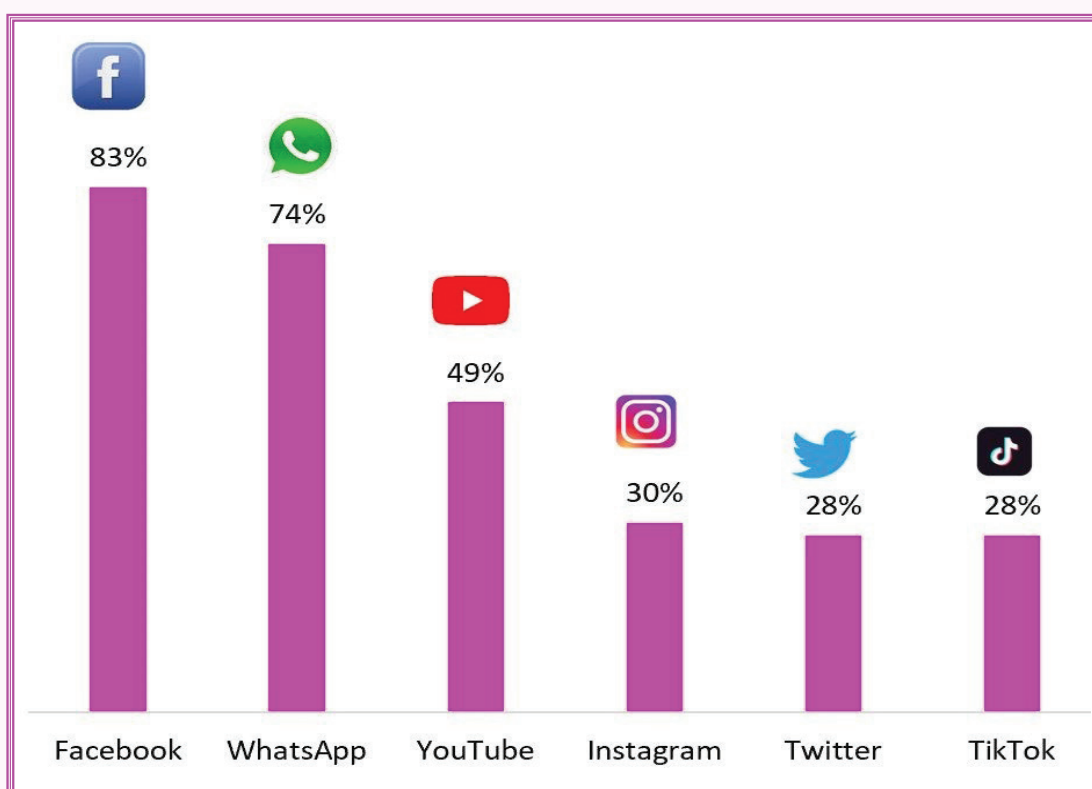
General Experience with Disinformation

- Almost half the sample has seen disinformation on social media whilst half indicate that they can confidently identify it.

- Most common forms of disinformation on social media are job scams.

  - Kenyans feel Facebook is the platform used mostly to spread disinformation.

Key indicators on disinformation
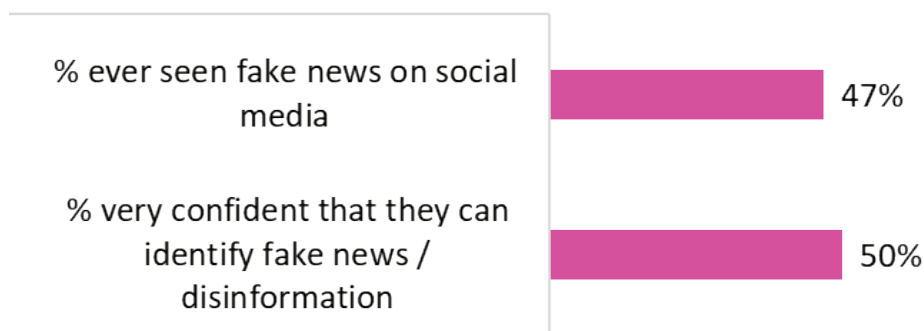
% ever seen fake news on social media	47%
% very confident that they can identify fake news / disinformation	50%

Common forms of disinformation in Kenya

Job scams	62%
Death of celebrities	27%
False side effects of Covid-19	19%
Fake doctors giving advice	18%

Social media sites used to spread disinformation

Platform	Percentage
Facebook	90%
WhatsApp	36%
Twitter	32%
YouTube	19%
TikTok	17%
Instagram	15%
Opera News	12%
Telegram	12%
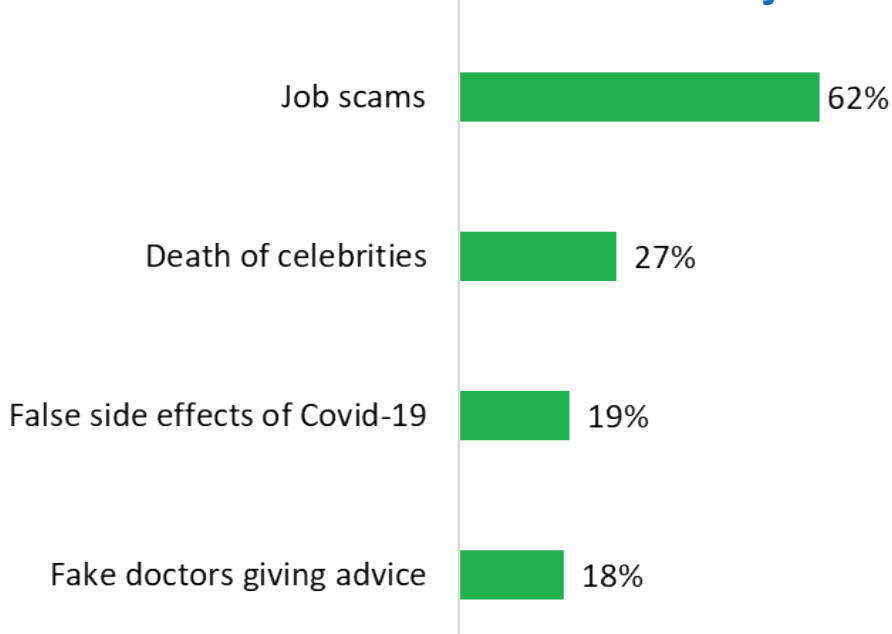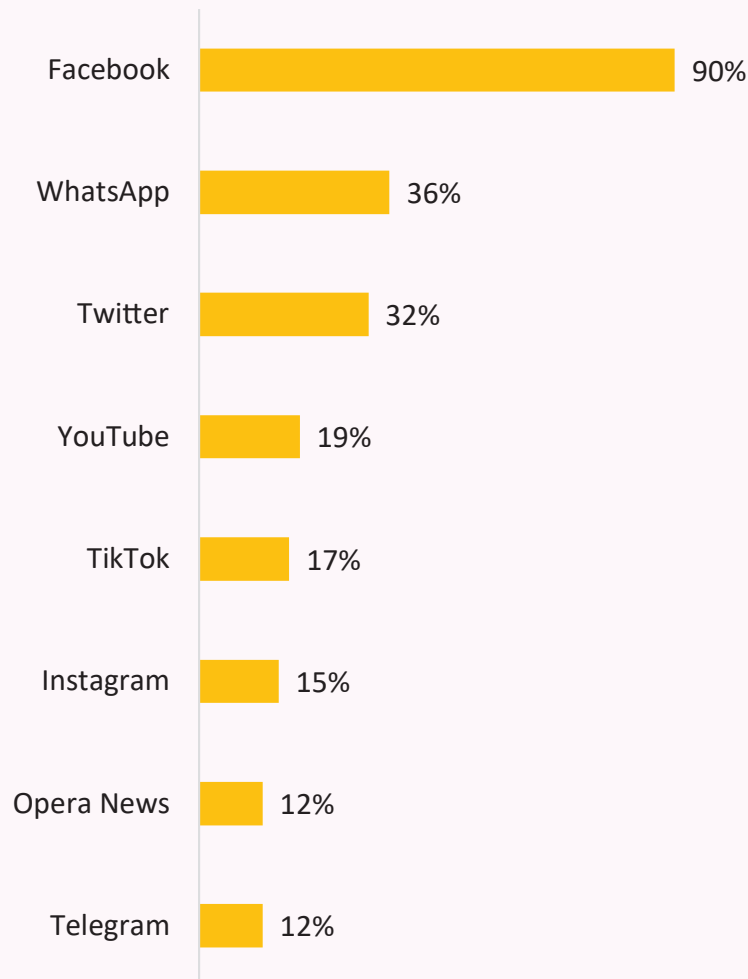
Social Media Platforms and the Spread of Disinformation
By total

- The top social media platforms known for spreading disinformation are owned by Meta i.e. Facebook and WhatsApp. Incidentally, Meta was sued through Sama, its main subcontractor for content moderation in Africa, over claims of staff exploitation and union busting.

Social media sites used to spread disinformation in Kenya

Facebook	WhatsApp	Twitter	YouTube	TikTok	Instagram	Telegram	Opera News	Phoenix	Scooper	Facebook Messenger	LinkedIn	Reddit	Snapchat
90%	36%	32%	19%	17%	15%	12%	12%	9%	5%	4%	1%	1%	1%

Q: Which social media sites or platforms are used by users in Kenya to spread disinformation?   *Base = All Respondents*

- The least trusted social media platform by a majority of respondents is Facebook. The main reason for not trusting some social media platforms was because the respondents are exposed to false information.

Specific social media platforms that are not trusted

Platform	%
Facebook	69%
YouTube	4%
Twitter	4%
Online blogs	3%
Instagram	3%
Opera Mini	2%
Google Pages	2%
WhatsApp	2%
Tiktok	2%
Telegram	2%
Tuko News	1%
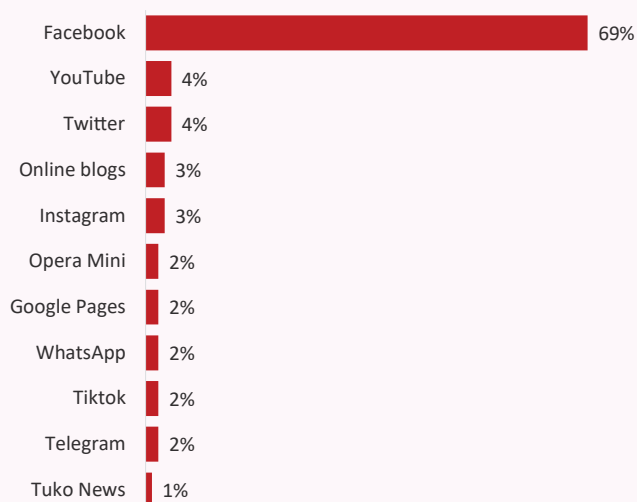
Q: Which specific social media sites/platforms do you not trust?

Base = 820 (Those who do not trust)

Reasons for not trusting social media platforms

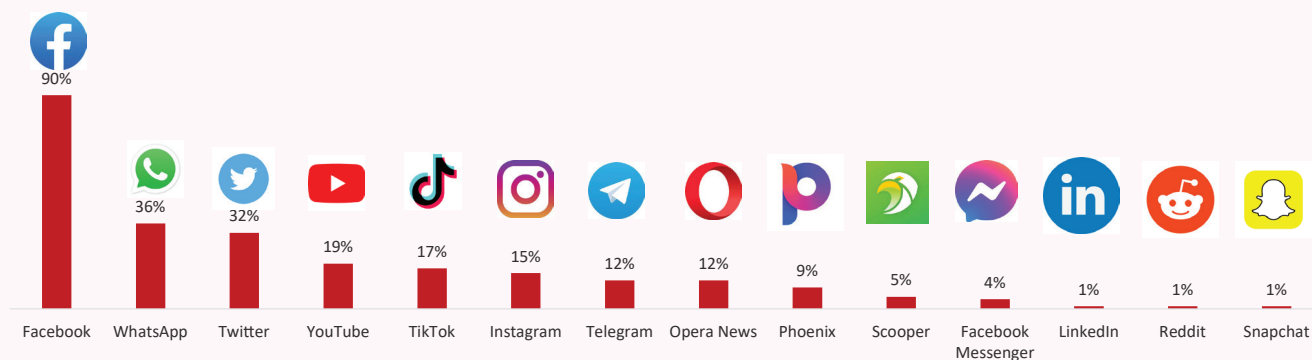| Reason	%
Have wrong/fake information	63%
Keen on making money with sensational content	7%
Have content that is out of context	6%
People are conned	5%
Content orgininators are not educated/unqualified	3%
Information cannot be verified	3%
Used by a lot of people/too congested	3%
Information is meant for entertainment	2%
Content originators are not ethical	2%

Q: Why don't you trust the sources mentioned above?

Base = 820 (Those who do not trust)

Common Forms of Mis/Disinformation Seen *By total*

- For most regions, job scams is the most common form of disinformation followed by death of prominent people.

- In the wake of the Covid-19 pandemic, there was been disinformation about vaccine efficacy and safety.

Common forms of disinformation – by total

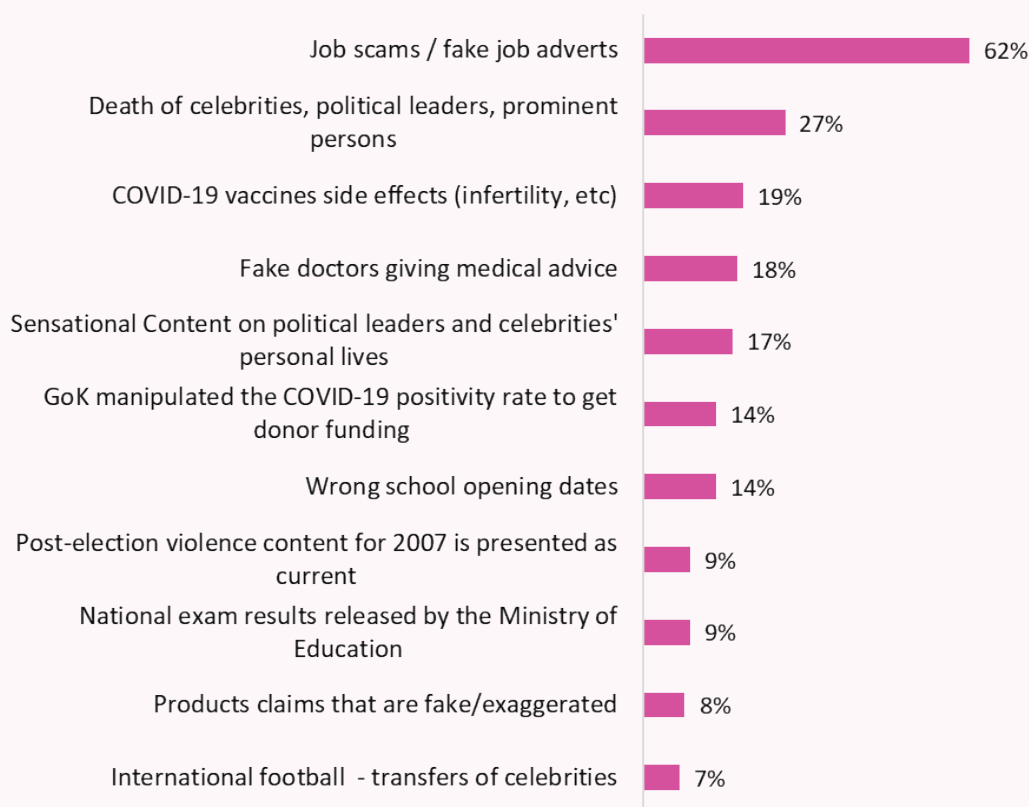| Form	Percentage
Job scams / fake job adverts	62%
Death of celebrities, political leaders, prominent persons	27%
COVID-19 vaccines side effects (infertility, etc)	19%
Fake doctors giving medical advice	18%
Sensational Content on political leaders and celebrities' personal lives	17%
GoK manipulated the COVID-19 positivity rate to get donor funding	14%
Wrong school opening dates	14%
Post-election violence content for 2007 is presented as current	9%
National exam results released by the Ministry of Education	9%
Products claims that are fake/exaggerated	8%
International football - transfers of celebrities	7%

Q: What are the common forms of mis/ disinformation or fake news in Kenya, you have come across on social media?

Base = All Respondents

Disinformation on job opportunities. They tell you there is an opportunity to make money online with your phone and then you end up getting nothing. To know that it is a scam they will send you a message stating their name and then when you answer they auto reply in paragraphs.
18 to 24 years, Male, Garissa

Misinformation on death of prominent persons. If you would go to social media, you'll find out that the Nigerians are saying that Mrs. Johnson is dead but in real sense she is still alive. There is this information that concerned Rose Muhando, they had said that she was dead on social media but she wasn't.
30 to 45 years, Female, Kisumu

Impact and Degree of Social Media Harms

Impact of social media on society

50% More good than bad

33% More bad than good

17% Don't know

Agreement that social media companies are responsible for causing harm in Kenya through disinformation

33% Strongly agree

37% Agree

21% Neutral

7% Disagree

2% Strongly Disagree

70%
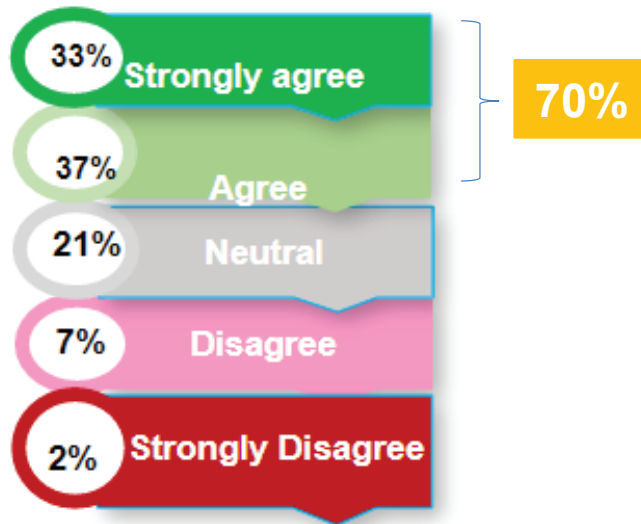
- **70%** of Kenyans agree that social media companies are responsible for causing harm in Kenya through disinformation.

Social Media: Impact on Society, Benefits & Harms *By total*

- Half of the sample feel that social media has had a positive impact on society. Major benefits mentioned were entertainment, employment opportunities and connecting with family and friends.

- One-third of the sample feel that social media has had a negative impact on society. There is generally concern for all the harms mentioned with harm to children having the highest levels of concern followed by access to graphical content.

Social media impact on society

More good than bad
50%
Don't know
17%
More bad than good
33%

Base = 1992
Q: What has been the impact of social media on society, would you say that it has had?

Social media benefits

Benefit	%
Entertainment (music, comedy, etc)	56%
Employment opportunities	49%
Connect with family/friends	34%
Access to online training/courses	27%
They are good marketing/ Advertising platforms	26%
eCommerce – can purchase goods online	23%
Online dating	18%
Has motivational content	14%
Used for crowd sourcing/funding to help the needy	9%
Source of information to the public	3%
None	1%

Base = 1975 (Those who mentioned benefits of social media)
Q: What benefits can you associate with social media?

Social media harms most concerned about
1=not concerned; 10=very concerned
Prompted mentions

Harm	Score
Harm to children – exposure to pornographic content	8.0
Harm to children - advertising of harmful products e.g. alcohol, e-cigarettes	7.9
Graphical information (nudity, sexually explicit content , violent content, etc)	7.6
Getting conned/ fraud/scams	7.5
Harm to health - mental health, depression, anxiety	7.3
Harm to health - physical (promotion of harmful products)	7.3
Political or ethnic incitement	7.3
Cyber bullying/hate attacks	7.3

Base = 1992

Q: On a scale of 1 to 10 where 1 is a not concerned and 10 is a very concerned about them?

Social Media Harms

Nature of social media harms experienced

Harm	Percentage
Getting conned/ fraud/scams	46%
Cyberbullying/hate attacks	16%
Harm to children – pornography	11%
Harm to health (mental – depression, anxiety)	10%
Political or ethnic incitement	8%
Harm to children – ads of harmful products e.g alcohol	8%
Graphical information (pornography, violent content, etc)	7%
Harm to health (physical) – promotion of harmful products	7%
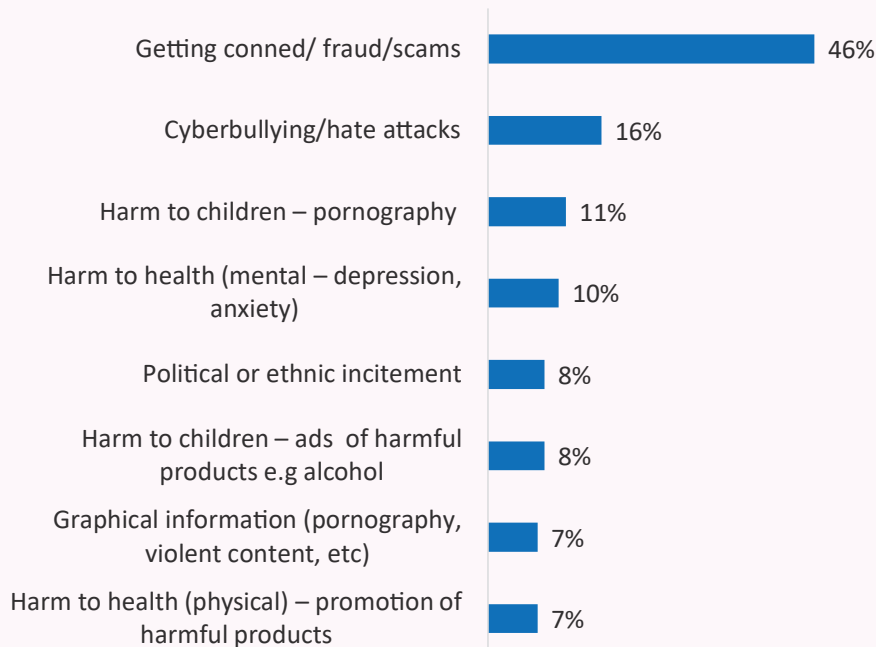
68%
exposed to social media harms

Social media harms most concerned about
1=not concerned; 10=very concerned

Harm	Score
Harm to children – exposure to pornographic content	8.0
Harm to children - advertising of harmful products e.g. alcohol, e-cigarettes	7.9
Graphical information (nudity, sexually explicit content, violent content, etc)	7.6
Getting conned/ fraud/scams	7.5
Harm to health - mental health, depression, anxiety	7.3
Harm to health - physical (promotion of harmful products)	7.3
Political or ethnic incitement	7.3
Cyber bullying/hate attacks	7.3

- Majority of internet users has been exposed to harm on social media with the most common one being a victim of a scam or fraud. Harm to children raises the highest concerns followed by exposure to graphical content.

Online Attacks on Women in Political Leadership
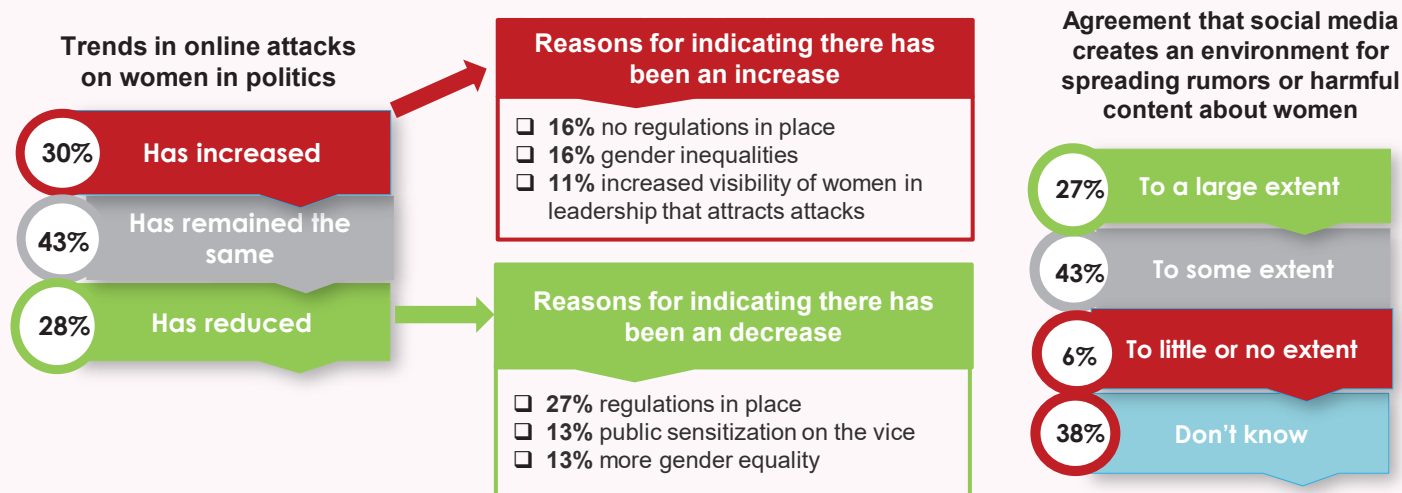
Trends in online attacks on women in politics

- **30%** Has increased
- **43%** Has remained the same
- **28%** Has reduced

Reasons for indicating there has been an increase
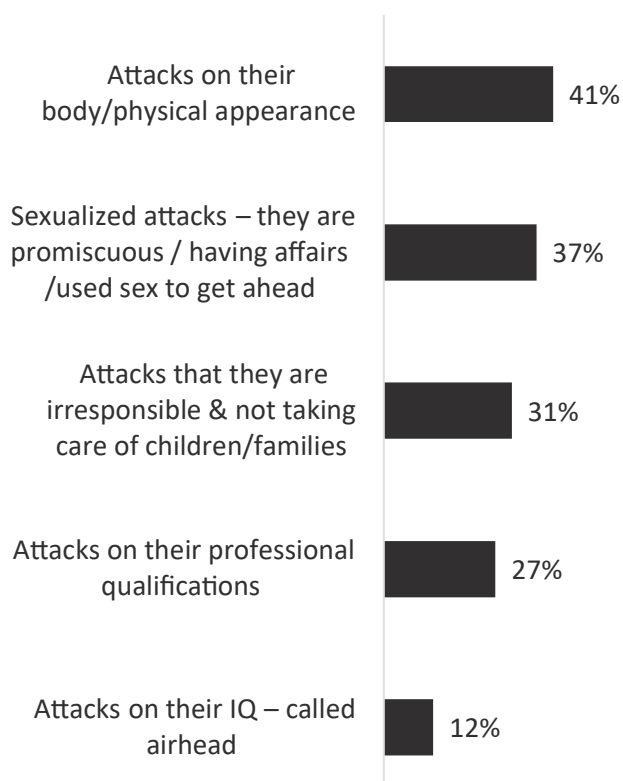
- ❑ **16%** no regulations in place
- ❑ **16%** gender inequalities
- ❑ **11%** increased visibility of women in leadership that attracts attacks

Reasons for indicating there has been an decrease

- ❑ **27%** regulations in place
- ❑ **13%** public sensitization on the vice
- ❑ **13%** more gender equality

Agreement that social media creates an environment for spreading rumors or harmful content about women

- **27%** To a large extent
- **43%** To some extent
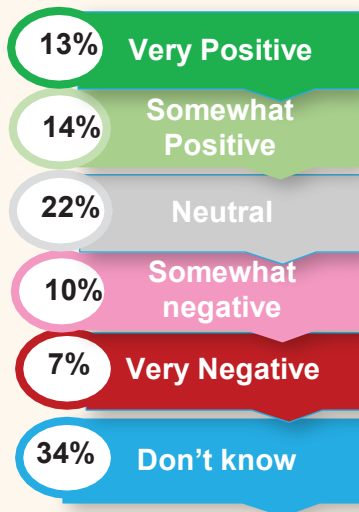- **6%** To little or no extent
- **38%** Don't know

- 70% of Kenyans believes that social media creates an environment for spreading rumors or harmful content about women (27% believe this to a large extent)

- About one-third of respondents feel that the online attacks on women are on the increase.

- Attacks on body/appearance and sexualized attacks are most notable online compared to attacks on intelligence and qualifications.

Forms of attack against women in political leadership on social media

Form of attack	Percentage
Attacks on their body/physical appearance	41%
Sexualized attacks – they are promiscuous / having affairs /used sex to get ahead	37%
Attacks that they are irresponsible & not taking care of children/families	31%
Attacks on their professional qualifications	27%
Attacks on their IQ – called airhead	12%

Disinformation about Kenyan Elections

Effect of social media on Kenya's political climate

13%	Very Positive
14%	Somewhat Positive
22%	Neutral
10%	Somewhat negative
7%	Very Negative
34%	Don't know

Seen disinformation about the elections

23% Have seen content on the 2017 elections

20% Have seen content on the 2022 elections

How disinformation is discerned

Discerning disinformation

75% Can identify election disinformation

- Did further research about it — 39%
- Could tell from people's comments on the post — 21%
- It was later posted on social media as disinformation — 19%
- Consulted with other people about it — 18%
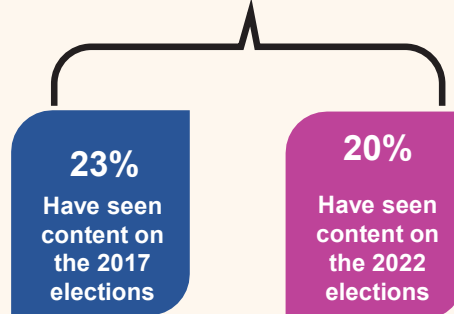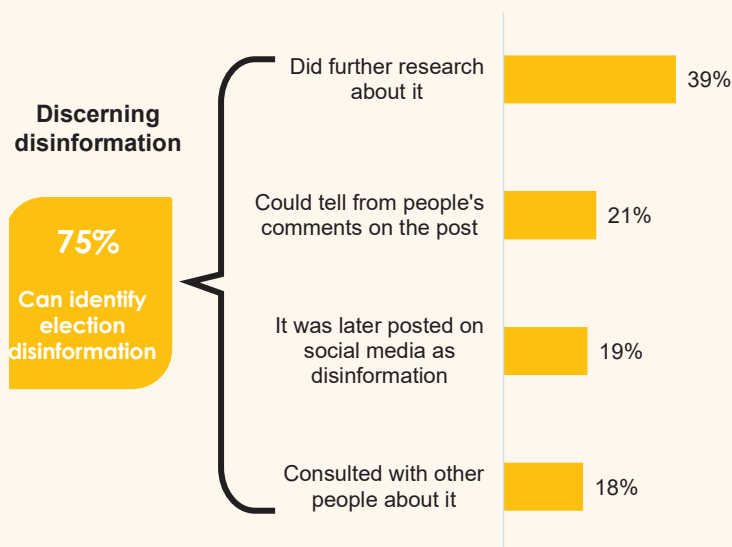
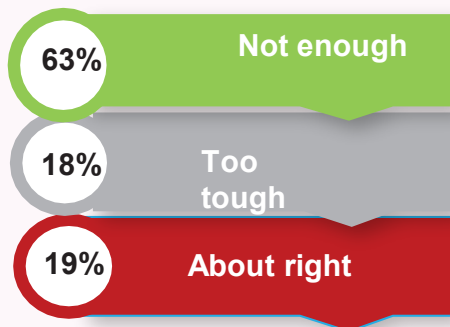- Almost one-third of the respondents have a positive view of the effect of social media on Kenya's political climate whilst the same proportion are not knowledgeable. The exposure to disinformation on the elections, the incidence is low for both the 2017 and 2022 elections.

- Majority of respondents rate their ability to identify disinformation quite highly. They also indicate that this is mainly achieved by researching more on the content or reviewing other internet users comments on the post.

Support for Remedies to Social Media Harms Spread through Mis/ Disinformation

Sentiments toward actions taken by social media companies to remove harmful content

- 63% Not enough
- 18% Too tough
- 19% About right

Support for regulation on social media

- 70% More than they are now
- 11% The same as they are right now
- 12% Less than they are right now
- 6% No response

Social media platforms self regulation

Yes No

- 65% No
- 35% Yes
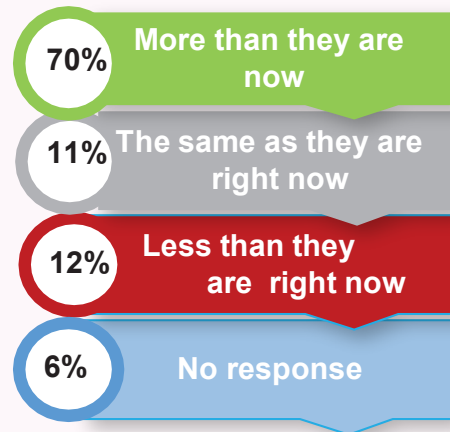
Can social media platforms can protect users from harm without GoK intervention?
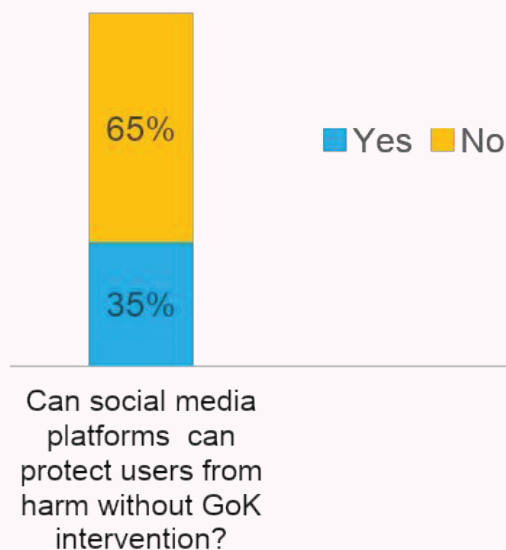
Concerned about GoK control

- 32% No
- 68% Yes

Are you concerned that GoK is going too far in terms of control of the internet/social media?
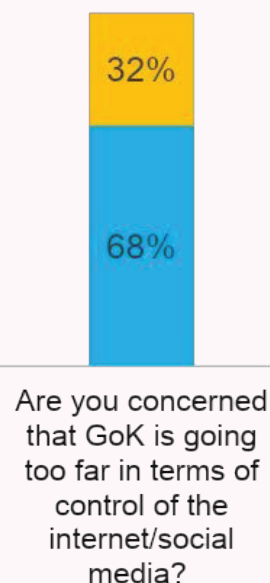
Preferred approach for social media content regulation
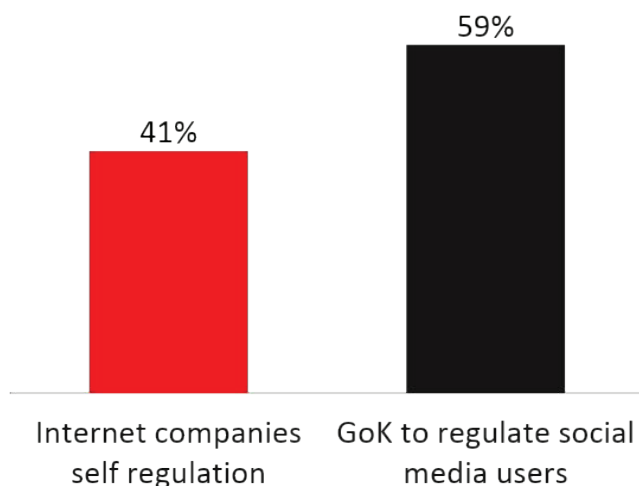
- A majority of internet users feel that the actions taken by social media companies to remove harmful content are not enough.

- A majority feel that social media companies should be regulated more that they are currently.

- Preference is for the Government of Kenya (GoK) to regulate social media content, but without overreach.

Support for Solutions
Related to the role of Social Media companies

Preferred actions
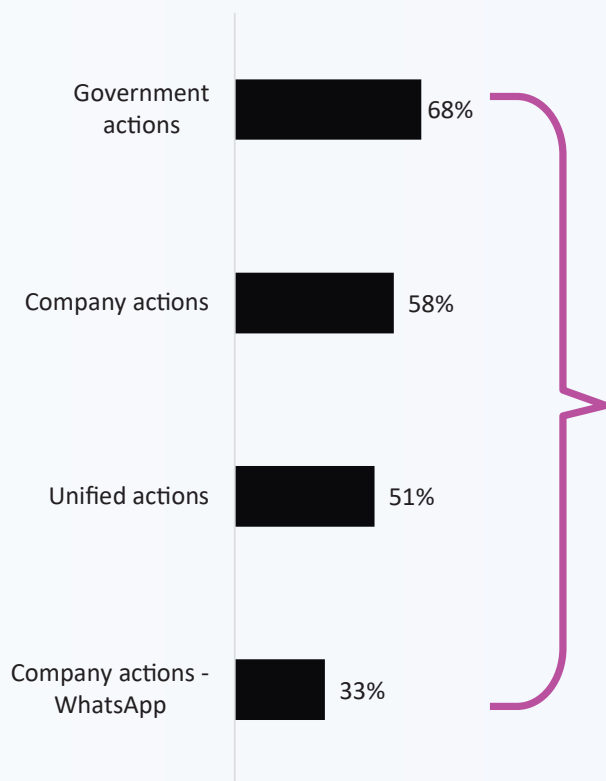
Social Media Company Actions (prompted)
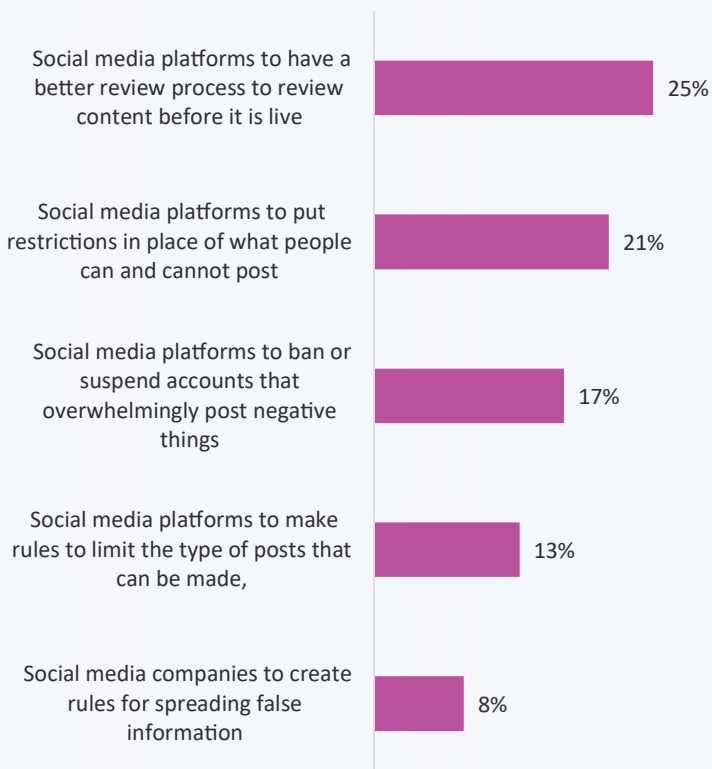
Company Actions – WhatsApp (prompted)

WhatsApp should share content in groups to help people learn about how to spot mis/disinfo — 33%

WhatsApp should put more measures in place to limit the speed and extent of a message spread — 29%

WhatsApp should gear their interfaces to help users assess the credibility of a message before sharing it with peers — 20%

WhatsApp should detect mis/disinformation that has been fact checked — 18%
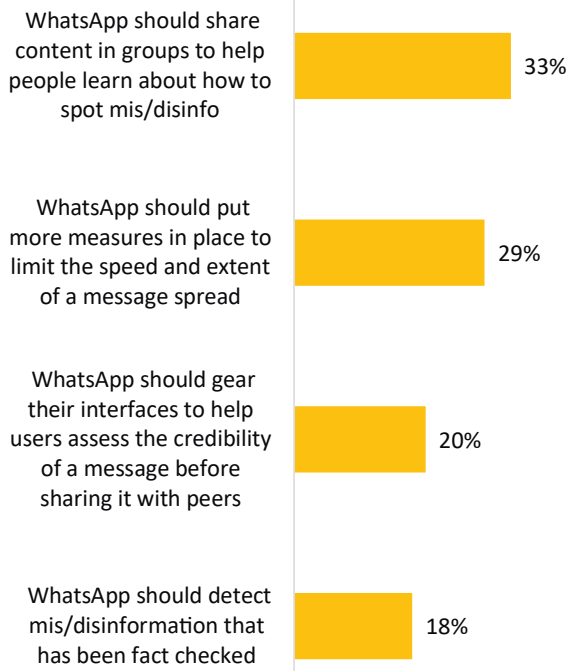
- The most preferred action to make the internet safer is for Social Media Companies to regulate content posted

Support for Solutions
Related to the role of The Government

Preferred actions

Government actions — 68%

Company actions — 58%

Unified actions — 51%

Company actions - WhatsApp — 33%

Preferred government & unified actions (prompted)

Government to act by putting restrictions on social media companies — 28%

Educational campaign to help people find and report mis/disinformation and fake news — 24%

Social media platforms themselves to put forth guidelines for reducing harmful content — 21%

The public, the government, and the platforms in moderating the platform content — 14%

Government intervention to ensure that social media companies adhere to their own rules — 13%

- The most preferred action to make the internet safer is for the Government of Kenya to regulate social media companies within reason.

Self Regulation vs Independent
By total

- A large majority feel that there is poor content regulation by social media companies. As a result, a majority have low support for self regulation by social media companies.

Content moderation by social media companies
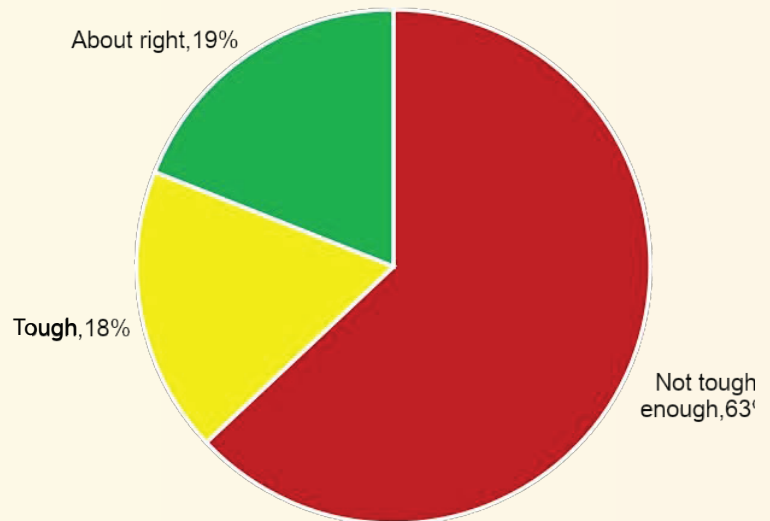
About right, 19%

Tough, 18%

Not tough enough, 63%

Q: When it comes to removing content from websites, social media platforms and apps that people consider to be harmful, do you think that the actions taken by social media companies are?

Base = 1992

Support for regulation on social media companies

No answer, 6%

The same as they are right now, 11%

...an they are ...now, 12%

More than they are right now, 70%
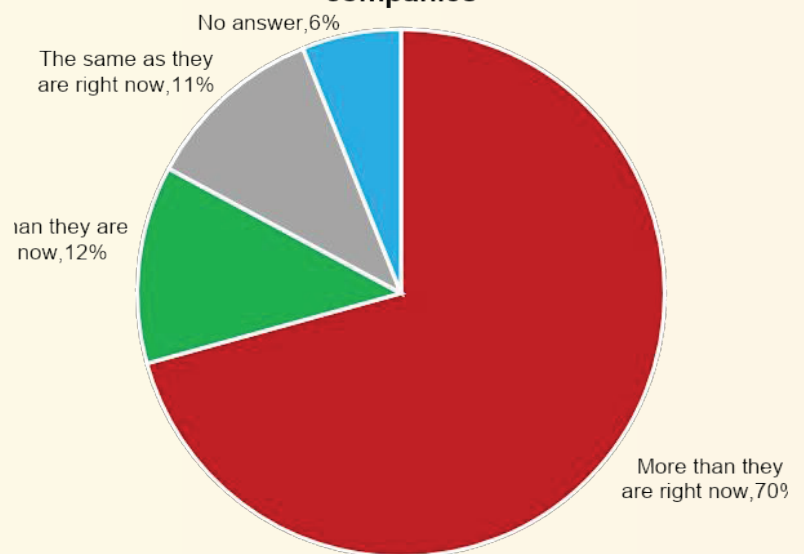
Q: To what extent do you think that social media companies should be regulated?

In Summary

Poor content regulation by social media companies

63% feel that social media companies are not doing enough to remove harmful content from websites, social media platforms and apps

01

Low support for self regulation by social media companies

35% feel that social media platforms alone can protect users from harm without government intervention

02

Low concern for Govt regulation of social media

65% are NOT concerned about Government overreach during control of the internet and social media platforms

03

Preferred approach for social media content regulation

41%

59%

Internet companies self regulation

GoK to regulate social media users

04

Key Learnings from the Research

- In the public opinion research process, Kenyans start out as positive about social media, believing that users are more responsible for reducing exposure to online harm. However, over the course of the discussion, the public expresses serious concern about the way social media contributes to creating harm for Kenyans. There is a strong appetite for more information about how the system works, and solutions from a variety of stakeholders (government, social media companies, citizens).

- Kenyans have experienced and are sensitive to certain online harms - getting conned online, job scams, graphic content circulating, the impact on children, damage to health and gender-based attacks. Women identify social media harms with respect to reproductive health issues and report being exposed to more disinformation on this topic.

- Overwhelmingly, Kenyans do not believe that the social media platforms are doing enough to protect consumers and citizens from harm. They do not think the platforms alone will protect them without reasonable government intervention because intervention will cut their profits. But they do not want government overreach.

Recommendations from Focus Groups
Kenyans overwhelmingly want several actions:

- Kenyans report wanting the government to act by putting reasonable restrictions on social media companies

- They want the platforms themselves to put forth guidelines for reducing harmful content

- They want educational campaigns to help people find and report mis/ disinformation and fake news

- They see a role for themselves, the government, and the platforms in moderating the platform content

- They believe there should be government intervention to ensure that social media companies adhere to their own rules (but not government overreach)

- They want platforms to put reasonable restrictions in place on what people can and cannot post, as well as have a better review process to review content before it is live

- They want social media companies to make rules to limit the type of posts that can be made, ban or suspend accounts that overwhelmingly post negative things, create rules for spreading false information and have a stronger review process before videos go live

Section 3: Detailed findings

- Media Consumption
- Forms of Disinformation Seen
- Social Media Benefits, Harms & Regulation
- Online Attacks – Women in Leadership
- Disinformation on the Kenyan 2017 Elections

3.1 Media Consumption

- **General sources of news**
- **Social media platforms used recently**
- **Sources trusted to provide accurate information**

General Sources of News
By total

- Television was mentioned to be the main source of general news followed by social media. Radio is a distant third place.

	Television	Social media - apps, sites, pages, etc	Radio	Print (newspapers, magazines etc)	Billboards
%	71%	64%	50%	10%	3%
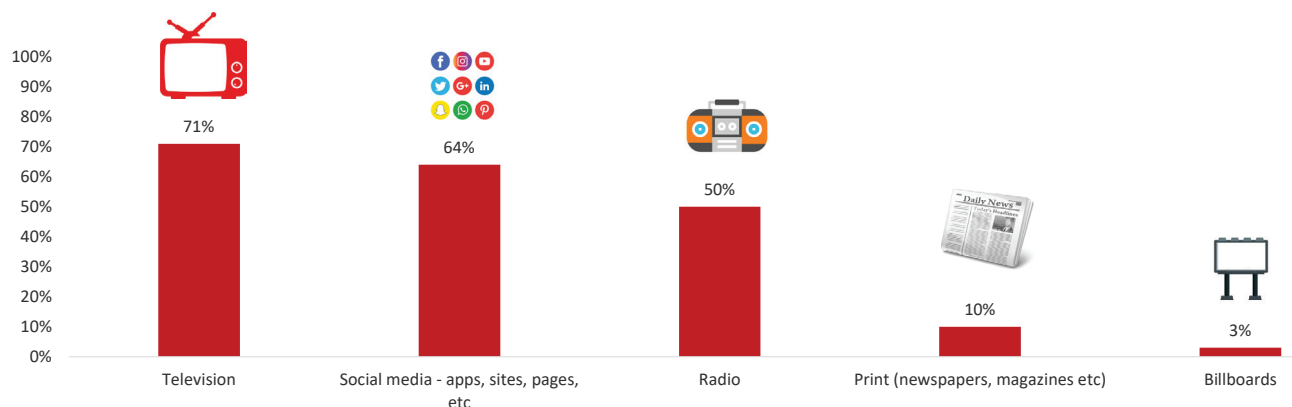
Q: What are your sources of general news?
Base = All Respondents

Sources of General News
(By total, gender & age group)

- Social media sites came second as a source of general news by both genders and age groups. Individuals falling between the ages of 18- 34 years, had an almost similar percent of television (69%) and social media sites (68%) as sources of general news.

Source of General News by Gender and Age

Legend: ■ Television ■ Social media - apps, sites, pages, groups ■ Radio ■ Print (newspapers, magazines etc)

	Television	Social media	Radio	Print
Total	71%	64%	50%	10%
Male (Gender)	71%	66%	53%	14%
Female (Gender)	72%	61%	46%	5%
18-34 years	69%	68%	44%	8%
35+ years	77%	55%	63%	14%
Rural (Setting)	69%	62%	59%	10%
Urban (Setting)	74%	66%	40%	9%
Central	72%	65%	47%	17%
Coast	65%	60%	32%	5%
Eastern	72%	50%	55%	8%
Nairobi	78%	70%	33%	10%
North Eastern	69%	60%	49%	10%
Nyanza	68%	71%	57%	16%
Rift Valley	68%	61%	52%	8%
Western	77%	71%	77%	5%

Q: Which of the following activities have you engaged in the last 7 days?
*Base = All Respondents   *Base of North Eastern is very low and subject to high margins of error*

Social Media Platforms used in the
By total

- Facebook (83%), WhatsApp (74%) and YouTube (49%) were mentioned as the social media platforms used most in the last month.
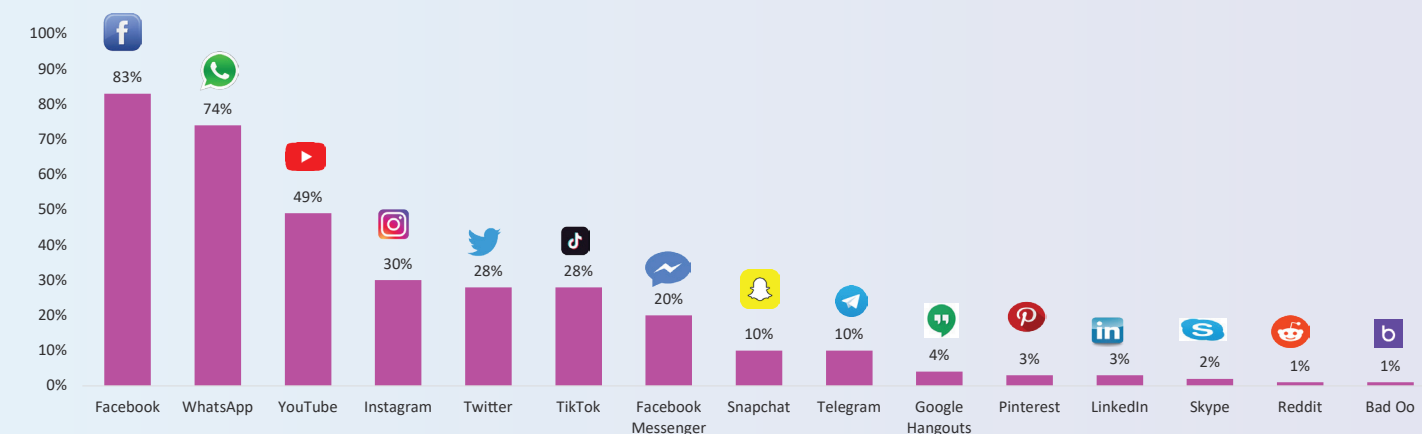
Q: Which of the following social media platforms have you used in the past one month?
Base = All Respondents

Social Media Platforms used in the
Last Month *(By total, gender & age group)*

- Facebook, WhatsApp and YouTube were the most used social media platforms in the last month, by both genders and age groups. Twitter was used more by the men than women and mostly by people above the age of 35 years.

- TikTok is used more by women than men and more by those between the age of 18-34 years.

- Facebook, WhatsApp and YouTube are the most used social media platforms in both rural and urban settings and across all regions. Nairobi had a higher usage of Instagram than all other regions, less usage of the same in the rural setting.

Legend: ■ Facebook ■ WhatsApp ■ YouTube ■ Instagram ■ Twitter ■ TikTok

	Facebook	WhatsApp	YouTube	Instagram	Twitter	TikTok
Male	83%	74%	49%	30%	28%	28%
Female	85%	74%	49%	33%	35%	23%
18-34 years	81%	74%	48%	27%	19%	34%
35+ years	85%	75%	52%	35%	28%	33%
Rural	80%	71%	41%	18%	27%	18%
Urban	83%	75%	44%	23%	24%	26%
Central	84%	73%	55%	38%	32%	30%
Coast	79%	68%	45%	35%	29%	18%
Eastern	82%	68%	54%	34%	29%	31%
Nairobi	80%	73%	49%	17%	17%	25%
North Eastern	82%	73%	61% 63%	48%	30%	
Nyanza	74%	59%	40%	34%	46%	38%
Rift Valley	84%	78%	53%	21%	20%	37%
Western	84%	72%	39%	18%	21%	23%
	93%	90%	45%	24%	30%	31%

Q: Which of the following social media platforms have you used in the past one month?
*Base of North Eastern is very low and subject to high margins of error

Base = All respondents

Frequency of Social Media Usage for News *By total*

- WhatsApp, Facebook, TikTok and Twitter are the most frequently used social media platforms to get news. LinkedIn is rarely used, whilst Snapchat was never used to get news.

Legend: ■ Yes, frequently ■ Yes, sometimes ■ Yes, rarely ■ No ■ Not sure

	Yes, frequently	Yes, sometimes	Yes, rarely	No	Not sure
Facebook (1662)	66%	24%	7%	2%	
WhatsApp (1477)	80%	12%	4%	3%	1%
YouTube (976)	43%	35%	17%	4%	1%
Instagram (603)	42%	29%	19%	8%	2%
Tiktok (559)	46%	26%	16%	10%	2%
Twitter (557)	44%	31%	15%	10%	
Telegram (207)	32%	29%	19%	15%	5%
SnapChat (193)	30%	26%	20%	22%	2%
Pinterest (67)	23%	23%	31%	20%	2%
LinkedIn (60)	22%	40%	24%	14%	
Reddit (22)	14%	35%	31%	19%	
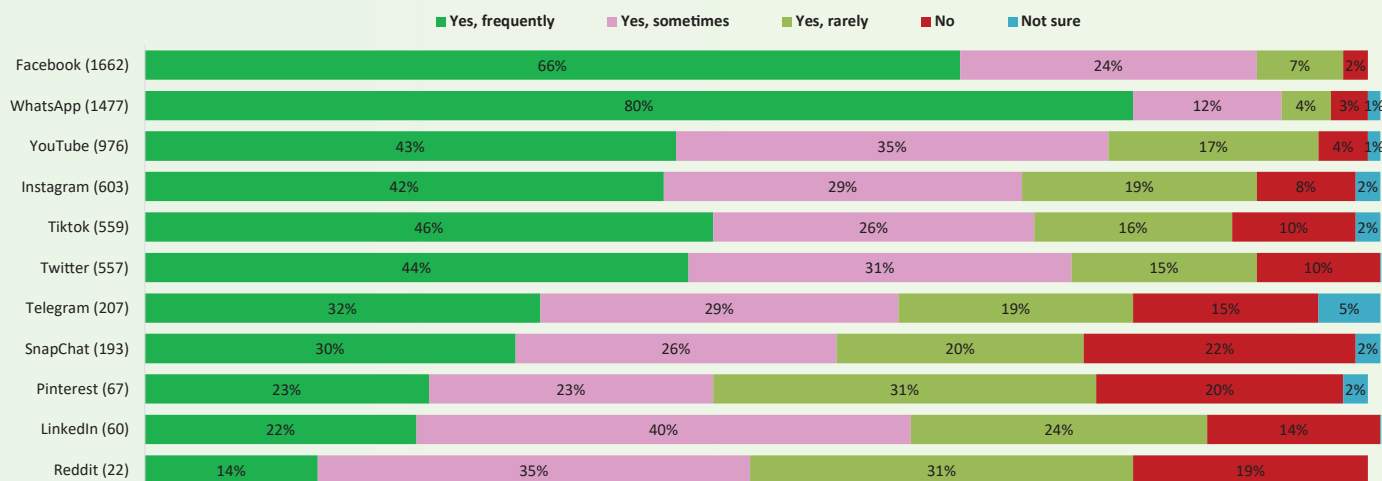
Q: How often do you use each of the following social media site to get your news?

Base = All respondents

Sources Trusted to Provide Accurate Information *By total*

- Doctors/health workers seen in-person are most trusted to offer accurate information, whilst Podcasters (36%) and social media influencers (34%) are least trusted. Social media platforms (32%) were a little trusted, followed by online doctors/health workers (29%).

■ Trust a lot ■ Neither trust nor don't trust ■ Trust a little ■ Do not trust at all ■ Don't know

Source	Trust a lot	Neither trust nor don't trust	Trust a little	Do not trust at all	Don't know
Doctors/health workers (in person/at clinics)	66%	12%	18%	3%	1%
Local news media – TV/Radio/newspapers	41%	24%	24%	9%	2%
Friends and family	38%	26%	26%	8%	2%
International news media	37%	22%	24%	13%	5%
Social media platforms	20%	23%	32%	21%	4%
Doctors/health workers (on online platforms)	14%	20%	29%	31%	6%
Social media influencers	13%	19%	27%	34%	7%
Podcasters	12%	15%	22%	36%	15%

Q: How much do you trust each of the following sources to provide you with accurate information?   *Base = All respondents*

3.2 Forms of Disinformation

- Fake news/ disinformation on social media
- Confidence in the ability to discern disinformation on social media
- Common forms of mis/ disinformation seen including gendered disinformation, SRH disinformation and election related disinformation
- Social media sites used to spread disinformation

Seeing Fake News/ Disinformation on Social Media *By total, gender and age*

- No major differentiation between the genders. Across the regions, people in Nyanza were the most certain to see fake news/ disinformation on social media, with Western being the least certain. Most people were either very certain or uncertain as to whether they had seen fake news/ disinformation on social media, with only the older adults (those aged 35+) indicating that they had certainty seeing fake news/ disinformation on social media.
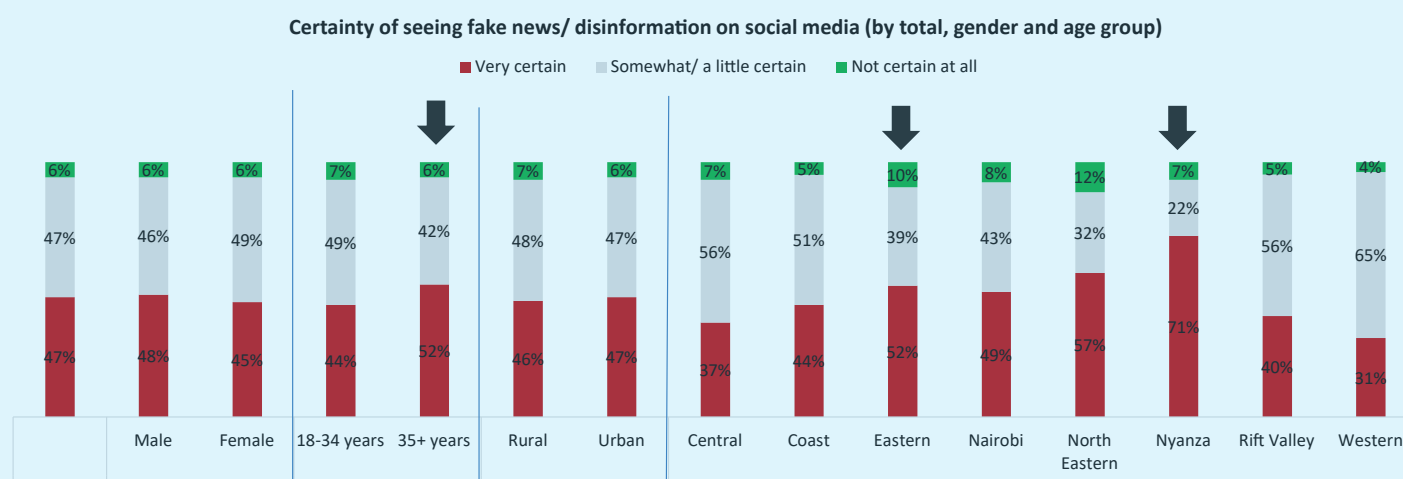
Certainty of seeing fake news/ disinformation on social media (by total, gender and age group)

■ Very certain   ▨ Somewhat/ a little certain   ■ Not certain at all

	Male	Female	18-34 years	35+ years	Rural	Urban	Central	Coast	Eastern	Nairobi	North Eastern	Nyanza	Rift Valley	Western
Not certain at all	6%	6%	6%	7%	6%	7%	6%	7%	5%	10%	8%	12%	7%	5%	4%
Somewhat/ a little certain	47%	46%	49%	49%	42%	48%	47%	56%	51%	39%	43%	32%	22%	56%	65%
Very certain	47%	48%	45%	44%	52%	46%	47%	37%	44%	52%	49%	57%	71%	40%	31%

Q: How certain are you that you have seen fake news/ disinformation on social media? Would you say that you are…

Base = All Respondents
*Base of North Eastern is very low and subject to high margins of error

Confidence in Ability to Discern Disinformation on Social Media *by total, gender and age*

- At least half of the interviewed respondents mentioned that they could confidently tell or spot fake news/ disinformation , with the highest confidence levels noted among male respondents and older adults. Across the settings and regions, there is relatively high mentions of confidence in spotting fake news with Nyanza and North Eastern respectively leading. Western and Rift valley regions has the least mentions of confidence in spotting fake news/ disinformation.

% confident that they can spot fake news/ disinformation on social media (by total, gender and age group)

■ Very confident   ■ Somewhat confident   ■ Not at all confident

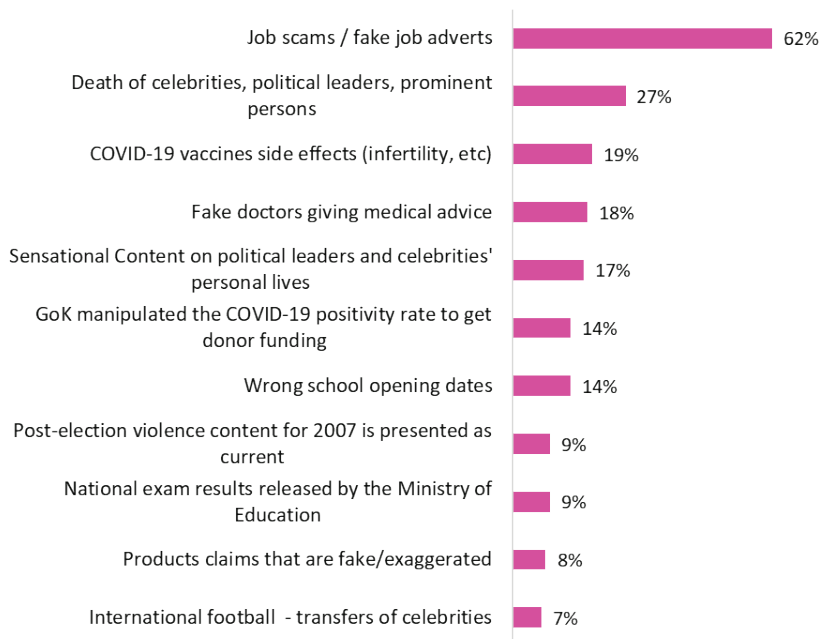|	Male	Female	18-34 years	35+ years	Rural	Urban	Central	Coast	Eastern	Nairobi	North Eastern	Nyanza	Rift Valley	Western
Not at all confident	10% / 8%	12%	10% / 8%		11% / 8%		8% / 7%		16%	9%	15%	6%	11%	8%
Somewhat confident	40% / 39%	42%	42% / 36%		40% / 41%		49% / 36%		37%	43%	20%	19%	47%	50%
Very confident	50% / 53%	46%	47% / 56%		49% / 51%		43% / 56%		47%	48%	66%	75%	41%	41%

Q: How confident are you that you can be able to spot fake news/ disinformation on social media? Would you say that you are…

Base = All Respondents

*Base of North Eastern is very low and subject to high margins of error

Common Forms of Mis/Disinformation Seen *By total*

- For most regions, job scams is the most common form of disinformation followed by death of prominent people.

- In the wake of the Covid-19 pandemic, there was been disinformation about vaccine efficacy and safety.

Common forms of disinformation – by total

Form	%
Job scams / fake job adverts	62%
Death of celebrities, political leaders, prominent persons	27%
COVID-19 vaccines side effects (infertility, etc)	19%
Fake doctors giving medical advice	18%
Sensational Content on political leaders and celebrities' personal lives	17%
GoK manipulated the COVID-19 positivity rate to get donor funding	14%
Wrong school opening dates	14%
Post-election violence content for 2007 is presented as current	9%
National exam results released by the Ministry of Education	9%
Products claims that are fake/exaggerated	8%
International football - transfers of celebrities	7%

Disinformation on job opportunities. They tell you there is an opportunity to make money online with your phone and then you end up getting nothing. To know that it is a scam they will send you a message stating their name and then when you answer they auto reply in paragraphs.
18 to 24 years, Male, Garissa

Misinformation on death of prominent persons. If you would go to social media, you'll find out that the Nigerians are saying that Mrs. Johnson is dead but in real sense she is still alive. There is this information that concerned Rose Muhando, they had said that she was dead on social media but she wasn't.
30 to 45 years, Female, Kisumu

Q: What are the common forms of mis/ disinformation or fake news in Kenya, you have come across on social media?

Base = All Respondents

Common Forms of Mis/Disinformation Seen *By total, setting and region*

- For most regions, job scams is the most common form of disinformation followed by death of prominent people. In North Eastern, claims of fake doctors follow job scams, and in Western region, sensational content on political leaders and celebrities personal lives follow job scams.

Common forms of mis/ disinformation or fake news in Kenya (by total, gender and age group)

■ Job scams ■ Death of prominent people ■ COVID-19 Vaccine side effects ■ Fake doctors ■ Political leaders & celebrities' personal lives
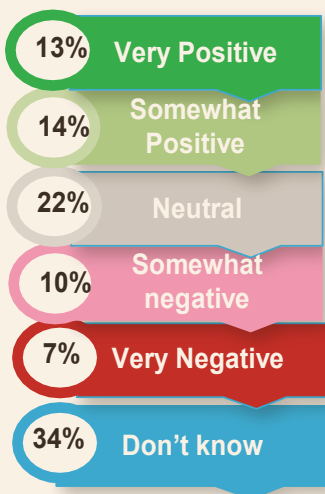
	Job scams	Death of prominent people	COVID-19 Vaccine side effects	Fake doctors	Political leaders & celebrities' personal lives
Total	62%	27%	19%	18%	17%
Gender — Male	64%	25%	18%	17%	19%
Female	59%	30%	20%	18%	15%
Age group — 18-34 years	64%	28%	19%	18%	15%
35+ years	58%	25%	19%	18%	21%
Setting — Rural	65%	26%	20%	19%	19%
Urban	58%	29%	18%	16%	15%
Region — Central	75%	33%	26%	21%	15%
Coast	46%	32%	15%	15%	18%
Eastern	53%	23%	23%	16%	14%
Nairobi	63%	31%	20%	17%	12%
North Eastern	82%	17%	20%	45%	15%
Nyanza	62%	36%	13%	13%	26%
Rift Valley	68%	23%	16%	18%	10%
Western	61%	16%	23%	22%	33%

Q: What are the common forms of mis/ disinformation or fake news in Kenya, you have come across on social media?

Base = All Respondents
*Base of North Eastern is very low and subject to high margins of error

Disinformation and the Kenyan General Elections 2022

Effect of social media on Kenya's political climate

- **13%** Very Positive
- **14%** Somewhat Positive
- **22%** Neutral
- **10%** Somewhat negative
- **7%** Very Negative
- **34%** Don't know

Seen disinformation about the elections

- **23%** Have seen content on the 2017 elections
- **20%** Have seen content on the 2022 elections

How disinformation is discerned

Discerning disinformation

75%

Can identify election disinformation

Did further research about it	39%
Could tell from people's comments on the post	21%
It was later posted on social media as disinformation	19%
Consulted with other people about it	18%

Online Attacks on Women in Political Leadership

Trends in online attacks on women in politics

30% Has increased

43% Has remained the same

28% Has reduced

Reasons for indicating there has been an increase

- ❑ **16%** no regulations in place
- ❑ **16%** gender inequalities
- ❑ **11%** increased visibility of women in leadership that attracts attacks

Reasons for indicating there has been an decrease

- ❑ **27%** regulations in place
- ❑ **13%** public sensitization on the vice
- ❑ **13%** more gender equality

Agreement that social media creates an environment for spreading rumors or harmful content about women

27% To a large extent

43% To some extent

6% To little or no extent

38% Don't know

Forms of attack against women in political leadership on social media

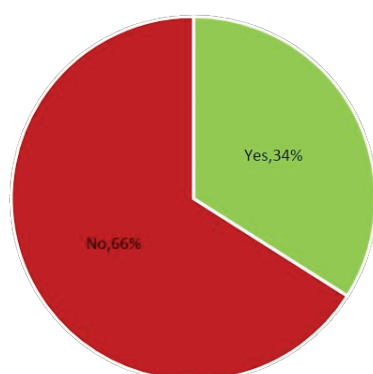| Form of attack	Percentage
Attacks on their body/physical appearance	41%
Sexualized attacks – they are promiscuous / having affairs /used sex to get ahead	37%
Attacks that they are irresponsible & not taking care of children/families	31%
Attacks on their professional qualifications	27%
Attacks on their IQ – called airhead	12%

- 70% of Kenyans believes that social media creates an environment for spreading rumors or harmful content about women (27% believe this to a large extent)

- About one-third of respondents feel that the online attacks on women are on the increase.

- Attacks on body/appearance and sexualized attacks are most notable online compared to attacks on intelligence and qualifications.

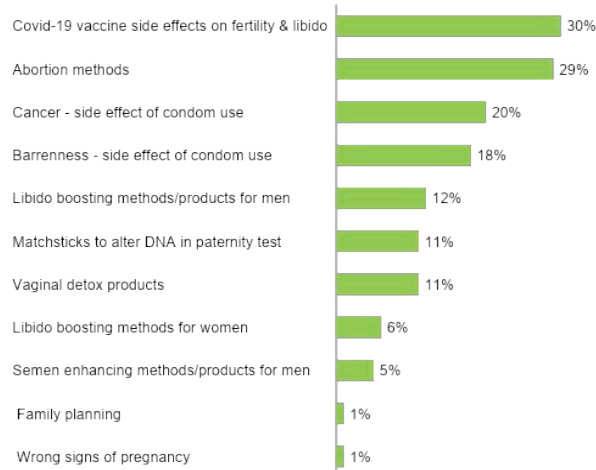# Disinformation on Sexual Reproductive Health *By total*

- At least one third of respondents have come across SRH disinformation on social media. There were no differences in the exposure of disinformation across men and women. Covid-19 impact on fertility and libido tops the list of what respondents have been exposed to. This is followed closely by disinformation on abortion methods.

% who have come across fake SRH information on social media

Yes,34%

No,66%

Base = 1992

SRH disinformation personally viewed on social media sites

Covid-19 vaccine side effects on fertility & libido	30%
Abortion methods	29%
Cancer - side effect of condom use	20%
Barrenness - side effect of condom use	18%
Libido boosting methods/products for men	12%
Matchsticks to alter DNA in paternity test	11%
Vaginal detox products	11%
Libido boosting methods for women	6%
Semen enhancing methods/products for men	5%
Family planning	1%
Wrong signs of pregnancy	1%

Q: Have you ever come across fake information/mis/disinformation on sexual reproductive health on social media or other online sites?
Base = 681

Exposure to SRH Disinformation on Social Media *By all demographics*

- There were more women respondents who have come across SRH disinformation on social media sites. A higher percentage of respondents from urban setting and Nyanza region have been exposed to SRH disinformation on social media platforms.

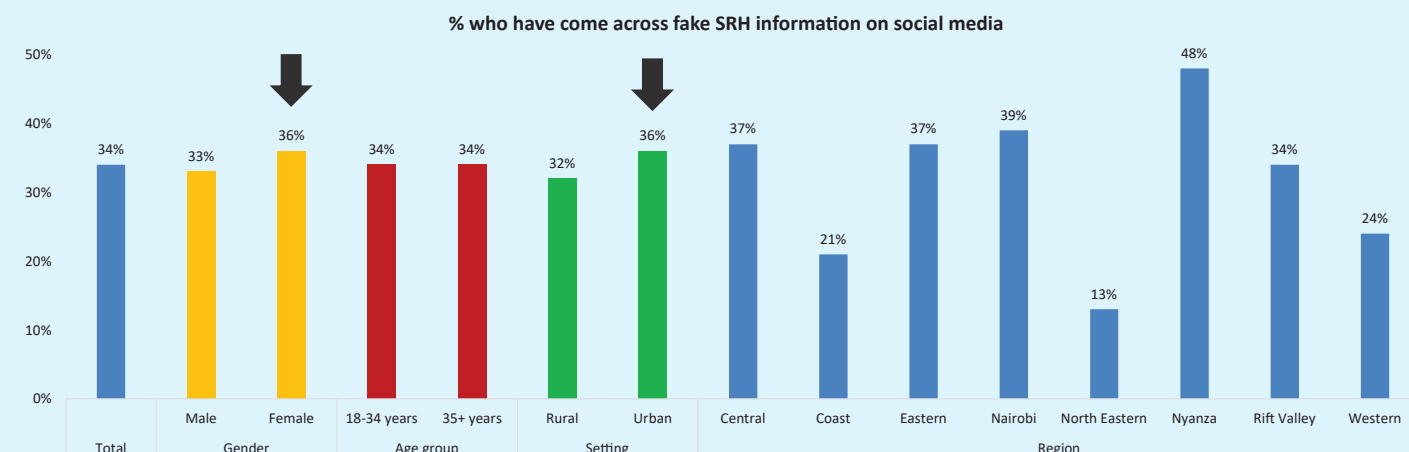**% who have come across fake SRH information on social media**

Q: Have you ever come across fake information/mis/disinformation on sexual reproductive health on social media or other online sites?

Base = 1992

Social Media Platforms and SRH Disinformation *By total*

- Facebook tops the list in terms of which platform Kenyans report being exposed to SRH disinformation, followed by WhatsApp and then YouTube.

Social media platforms associated with SRH disinformation

■ Social media sources (multiple mentions)   ■ Most dominant source (single reponse)
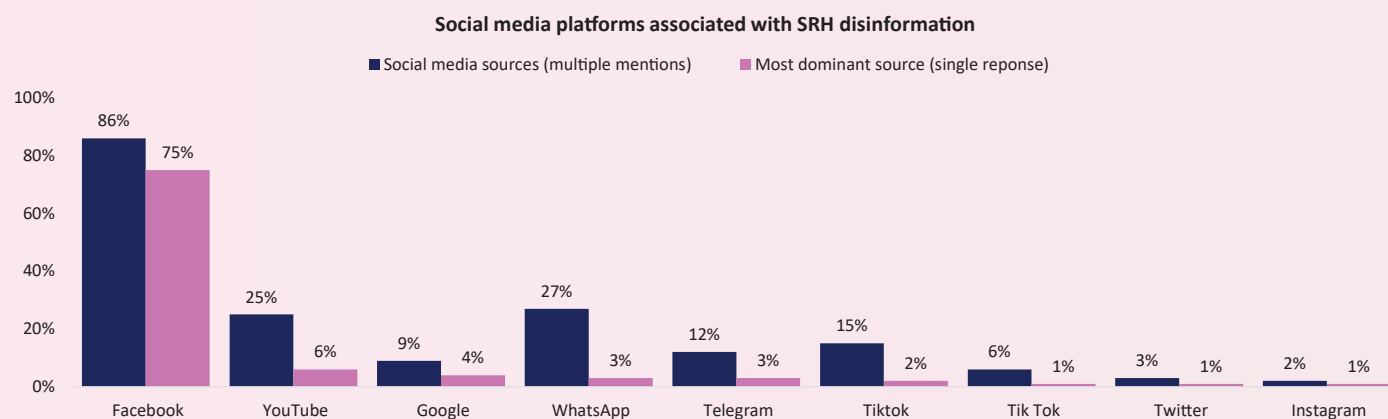
Base = 681 (Those who have viewed SRH information on social media

Q: Which social media platforms are commonly used to spread disinformation on sexual reproductive health?
Q: Out of those mentioned, which one would you say is the MOST dominant?

Key Sources of Information on SRH
By total

- Social media is the number two source of SRH and important life saving reproductive health information

Key sources of information on SRH

Source	Percentage
Doctors/health workers at clinics & hospitals	65%
Social media	32%
Peers/ Friends	21%
Parents	16%
Online sites with doctors/health professionals	14%
Media – Radio / TV / Print	12%
Internet websites	10%
Religious leaders	7%
Ministry of Health	6%
Schools	5%
World Health Organization	4%
Ministry of Health announcements	4%
Internet blogs	4%

4 Online sources

9 In person sources
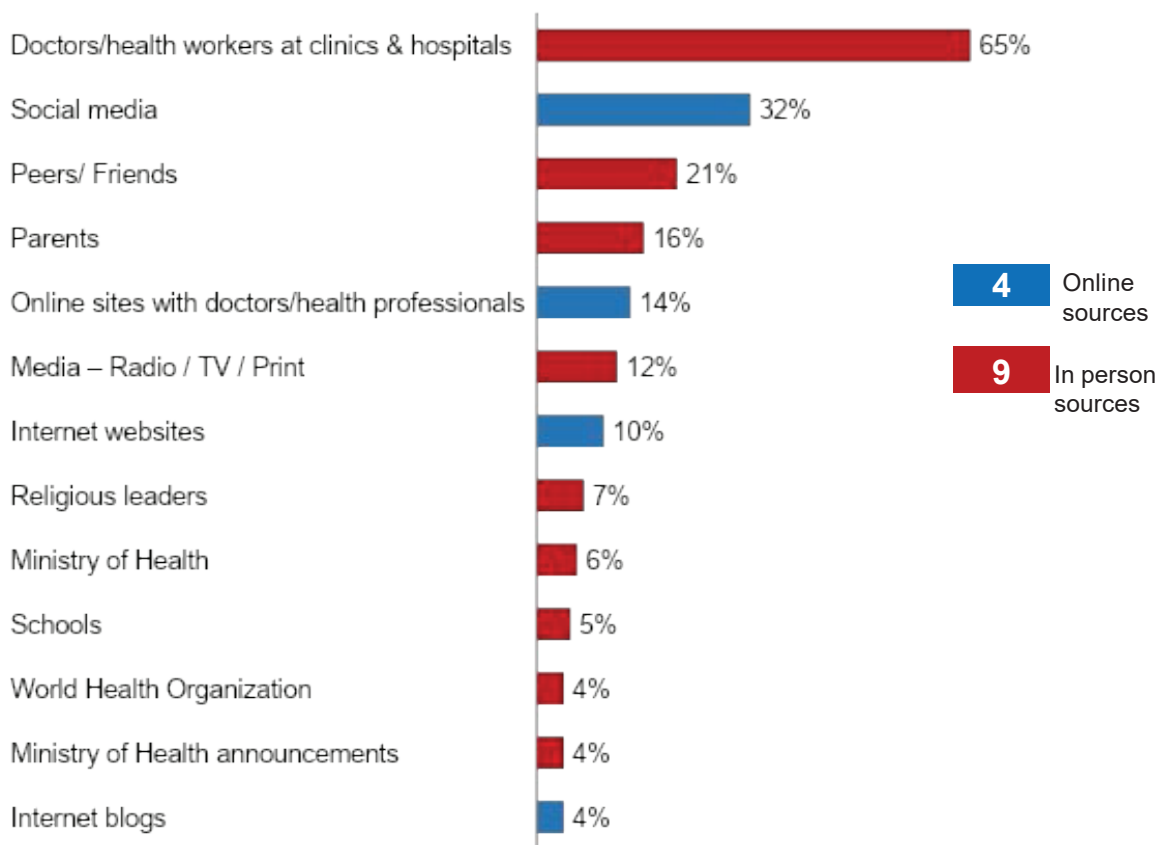
Q: What are your key sources of information on sexual reproductive health?

Base = 1992

Type of SRH Information Kenyans seek on Social Media *By total, setting & region*

- Important health information is sought by a number of Kenyans online. As reported by them, there are more women and older respondents who sought information on family planning and maternal and child health. More male respondents and youth sought information on Sexually Transmitted Infections and HIV/AIDS. A higher percentage of those in North Eastern region sought information on HIV/AIDS and fertility.

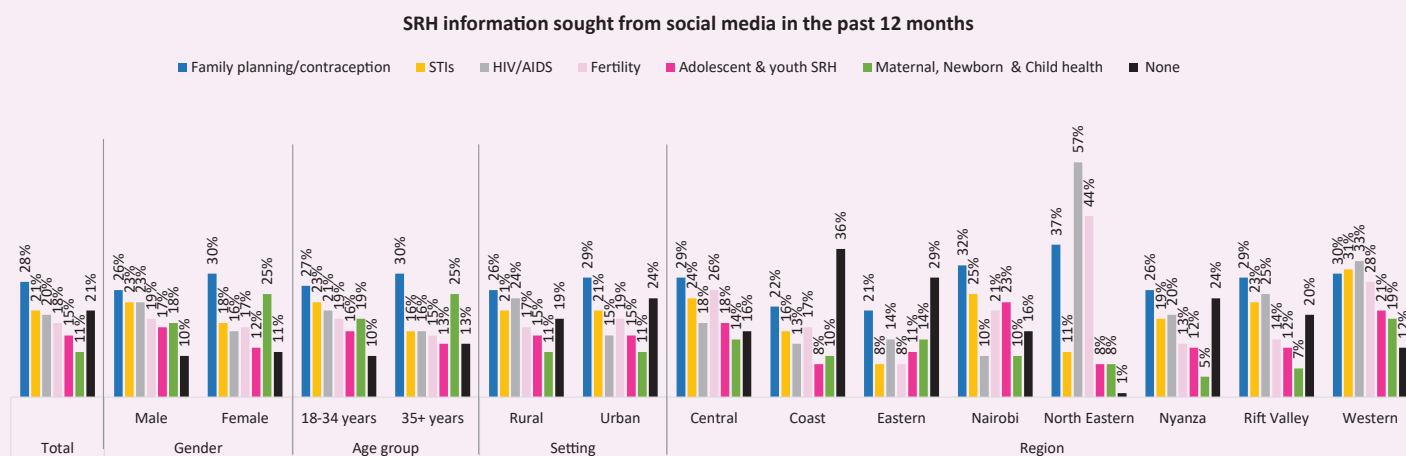**SRH information sought from social media in the past 12 months**

Legend: Family planning/contraception · STIs · HIV/AIDS · Fertility · Adolescent & youth SRH · Maternal, Newborn & Child health · None

Q: What type of sexual reproductive health information have you sought from social media in the past 12 months?

Base = 1992

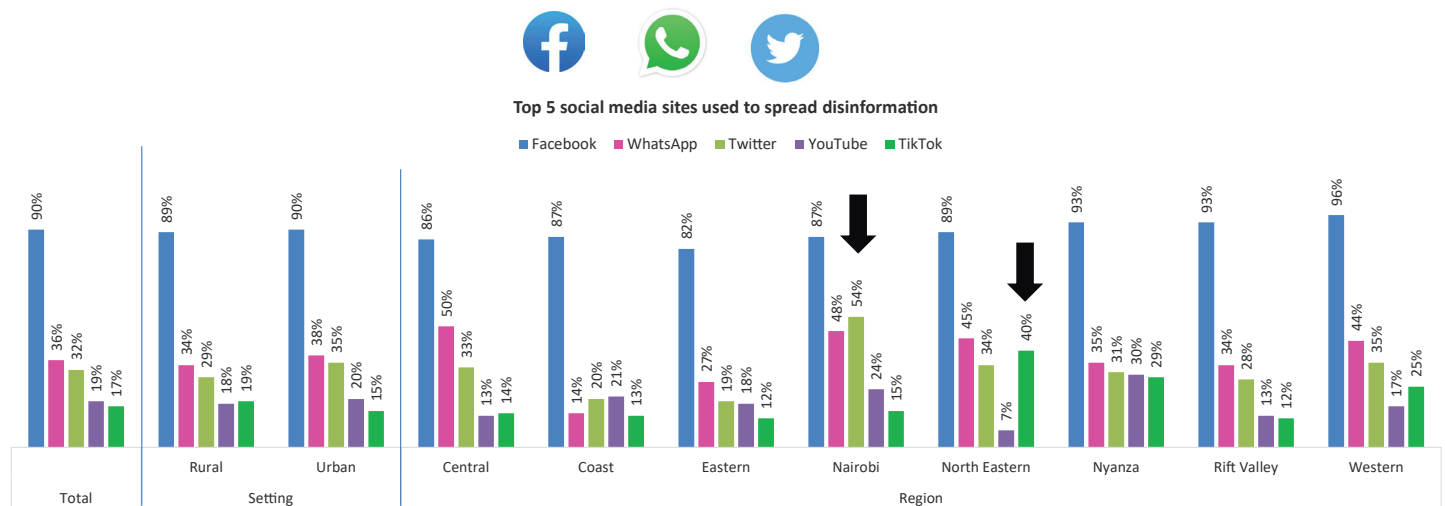# Social Media Platforms Used to Spread Disinformation *By total*

- The top social media platforms known for the spread of disinformation in order are: Facebook, WhatsApp, Twitter, YouTube and TikTok, this order cuts across the gender and age demographics. There were no major differences in the mentions by age and gender.

Social media sites used to spread disinformation in Kenya

Facebook	WhatsApp	Twitter	YouTube	TikTok	Instagram	Telegram	Opera News	Phoenix	Scooper	Facebook Messenger	LinkedIn	Reddit	Snapchat
90%	36%	32%	19%	17%	15%	12%	12%	9%	5%	4%	1%	1%	1%

Q: Which social media sites or platforms are used by users in Kenya to spread disinformation?   *Base = All Respondents*
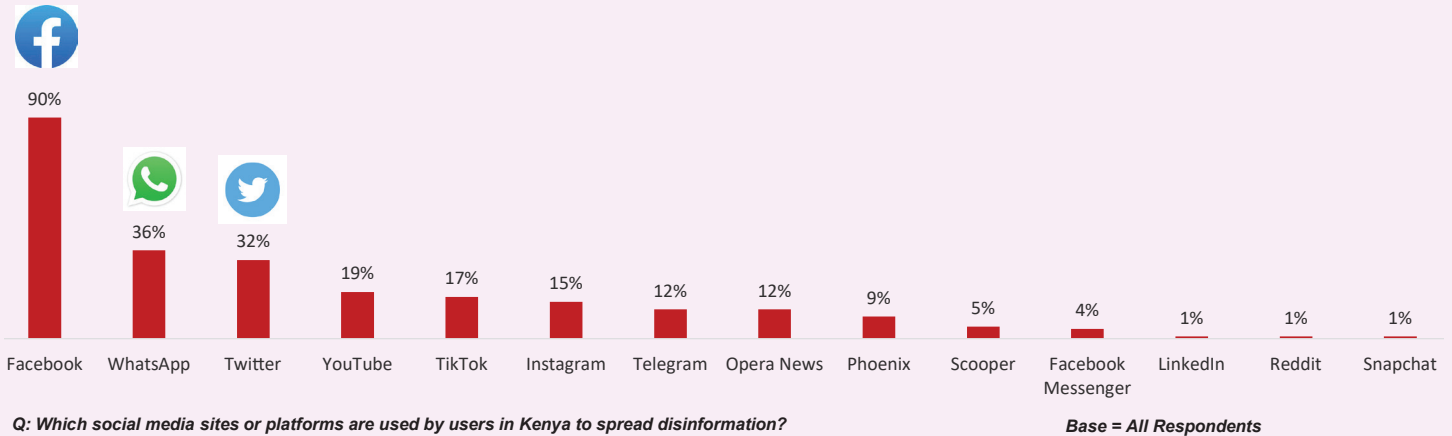
Social Media Sites used to Spread Disinformation *By total, setting and region*

- Facebook has high mentions across the setting and region variables. Twitter is most popular in Nairobi whilst TikTok has the highest mentions in North Eastern.

Top 5 social media sites used to spread disinformation

Legend: Facebook | WhatsApp | Twitter | YouTube | TikTok

	Facebook	WhatsApp	Twitter	YouTube	TikTok
Total	90%	36%	32%	19%	17%
Rural	89%	34%	29%	18%	19%
Urban	90%	38%	35%	20%	15%
Central	86%	14%	50%	13%	14%
Coast	87%	14%	20%	21%	13%
Eastern	82%	27%	19%	18%	12%
Nairobi	87%	48%	54%	24%	15%
North Eastern	89%	45%	34%	7%	40%
Nyanza	93%	35%	31%	30%	29%
Rift Valley	93%	34%	28%	13%	12%
Western	96%	44%	35%	17%	25%

Q: Which social media sites or platforms are used by users in Kenya to spread disinformation?   *Base = All Respondents*
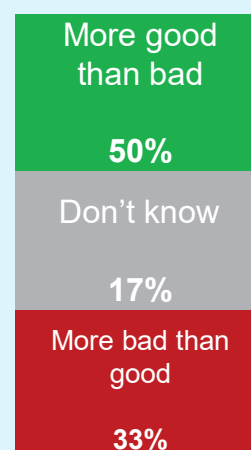**Base of North Eastern is vey low and subject to high margins of error*

3.3 Social Media Benefits, Harms & Regulation

- Concern on Social Media Harms
- Nature of social media harms experienced
- Vulnerability to social media harm
- Responsibility for social media harm reduction
- Actions taken by social media companies
- Support for regulation on social media companies
- Regulatory approach for social media companies

Social Media: Impact on Society, Benefits & Harms *By total*

- Half of the sample feel that social media has had a positive impact on society. Major benefits mentioned were entertainment, employment opportunities and connecting with family and friends.

- One-third of the sample feel that social media has had a negative impact on society. There is generally concern for all the harms mentioned with harm to children having the highest levels of concern followed by access to graphical content.

Social media impact on society

More good than bad
50%
Don't know
17%
More bad than good
33%

Base = 1992
Q: What has been the impact of social media on society, would you say that it has had?

Social media benefits

Entertainment (music, comedy, etc)	56%
Employment opportunities	49%
Connect with family/friends	34%
Access to online training/courses	27%
They are good marketing/ Advertising platforms	26%
eCommerce – can purchase goods online	23%
Online dating	18%
Has motivational content	14%
Used for crowd sourcing/funding to help the needy	9%
Source of information to the public	3%
None	1%

Base = 1975 (Those who mentioned benefits of social media)
Q: What benefits can you associate with social media?

Social media harms most concerned about
1=not concerned; 10=very concerned
Prompted mentions

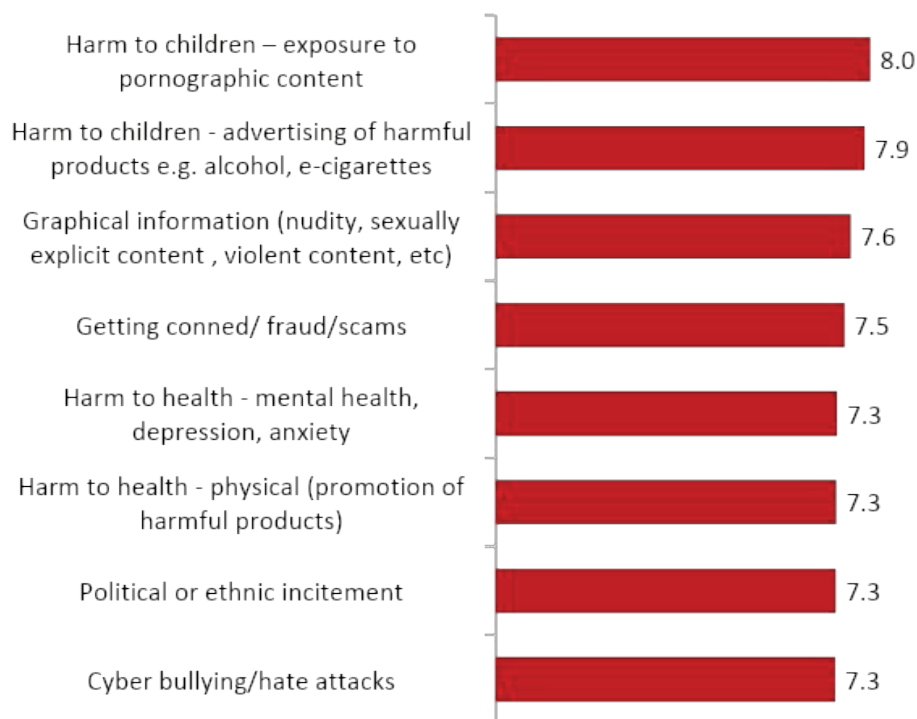| Harm	Score
Harm to children – exposure to pornographic content	8.0
Harm to children - advertising of harmful products e.g. alcohol, e-cigarettes	7.9
Graphical information (nudity, sexually explicit content , violent content, etc)	7.6
Getting conned/ fraud/scams	7.5
Harm to health - mental health, depression, anxiety	7.3
Harm to health - physical (promotion of harmful products)	7.3
Political or ethnic incitement	7.3
Cyber bullying/hate attacks	7.3

Base = 1992

Q: On a scale of 1 to 10 where 1 is a not concerned and 10 is a very concerned about them?

Impact of Social Media on Society
By all demographics

- Half of the respondents mentioned that social media has had a good impact on society.

- More men felt that social media has a good impact on society.

- Those in urban areas had slightly higher mentions of social media having a good impact on society.

- Eastern region (60%) had higher mentions of social media having a good impact on society followed by Rift Valley region (54%).

Impact of social media on society

■ More good than bad for society   ■ More bad that good for society   ■ Don't know

	Total	Male	Female	18-34 years	35+ years	Rural	Urban	Central	Coast	Eastern	Nairobi	North Eastern	Nyanza	Rift Valley	Western
Don't know	17%	18%	15%	17%	16%	17%	16%	18%	14%	16%	21%	53%	3%	8%	39%
More bad	33%	30%	38%	32%	36%	34%	33%	29%	41%	24%	29%	17%	46%	37%	27%
More good	50%	52%	47%	50%	49%	49%	51%	53%	45%	60%	50%	30%	51%	54%	34%

Total | Gender | Age group | Setting | Region

Q: What has been the impact of social media on society, would you say that it has had?

Base = All Respondents
Base of North Eastern is very low and subject to high margins of error
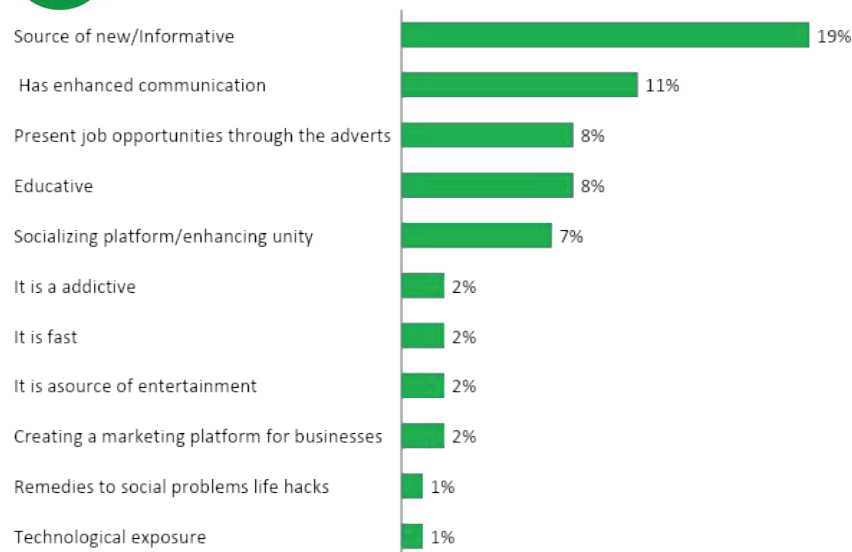
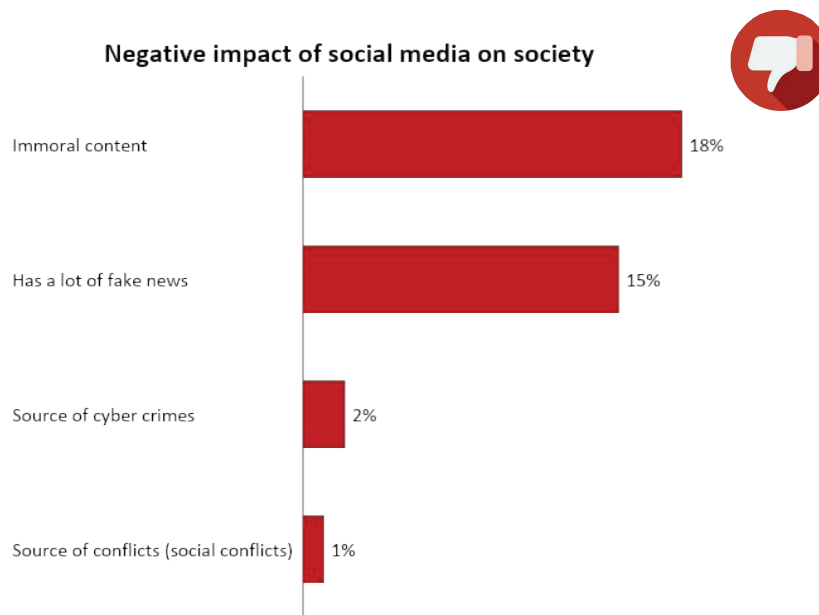# Positive & Negative Impacts of Social Media on Society

- Positive impacts includes access news, enhancing communication, access to job adverts and better socialization.

- The reasons why the respondents felt social media has had a negative impact on society is mainly because it contains immoral content, fake news and disinformation.

Positive impact of social media on society

Source of new/Informative	19%
Has enhanced communication	11%
Present job opportunities through the adverts	8%
Educative	8%
Socializing platform/enhancing unity	7%
It is a addictive	2%
It is fast	2%
It is a source of entertainment	2%
Creating a marketing platform for businesses	2%
Remedies to social problems life hacks	1%
Technological exposure	1%

Q: Please give ONE reason for your answer above?

Negative impact of social media on society

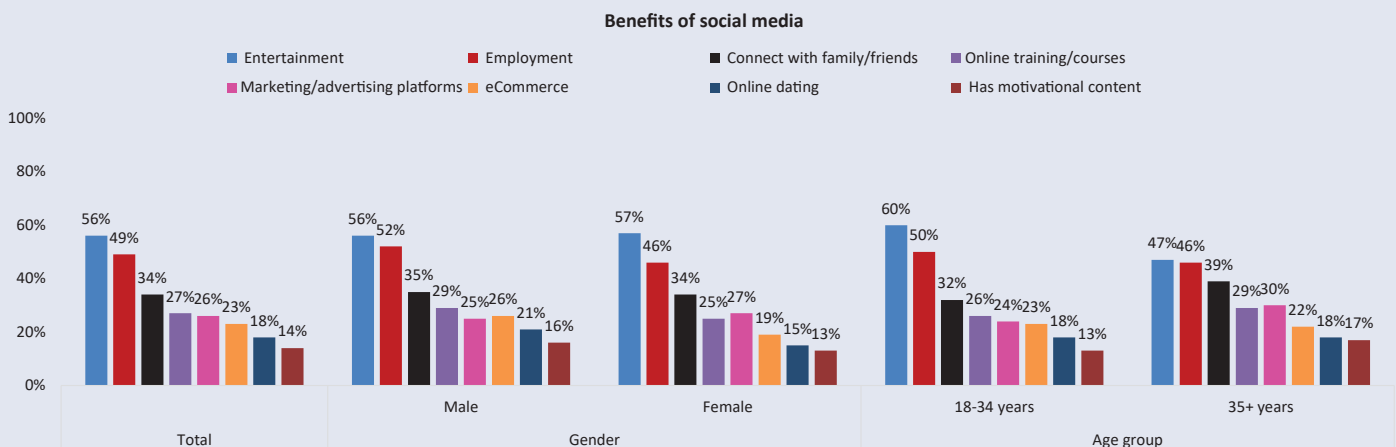| Category	Value
Immoral content	18%
Has a lot of fake news	15%
Source of cyber crimes	2%
Source of conflicts (social conflicts)	1%

Base = 1659 (Those who mentioned reasons for impact of social media on society)

Benefits of social media
(By total, gender & age group)

- Entertainment, employment opportunities and connecting with family/ friends are the top 3 mentioned benefits of using social media.

- Across the age group, the younger generation as compared to the older generation had higher mentions of entertainment as one of the benefits of associating with social media.
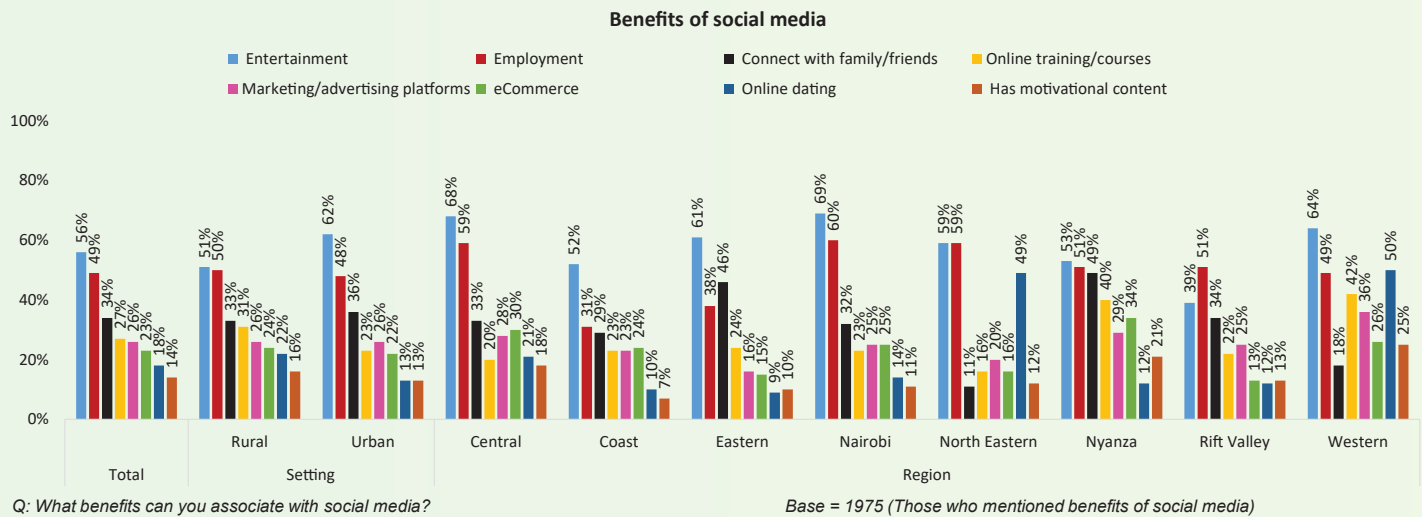
Benefits of social media

Legend: ■ Entertainment ■ Employment ■ Connect with family/friends ■ Online training/courses ■ Marketing/advertising platforms ■ eCommerce ■ Online dating ■ Has motivational content

	Entertainment	Employment	Connect with family/friends	Online training/courses	Marketing/advertising platforms	eCommerce	Online dating	Has motivational content
Total	56%	49%	34%	27%	26%	23%	18%	14%
Male	56%	52%	35%	29%	25%	26%	21%	16%
Female	57%	46%	34%	25%	27%	19%	15%	13%
18-34 years	60%	50%	32%	26%	24%	23%	18%	13%
35+ years	47%	46%	39%	29%	30%	22%	18%	17%

Q: What benefits can you associate with social media? DO NOT READ OUT

Base = 1975 (Those who mentioned benefits of social media)

Benefits of social media
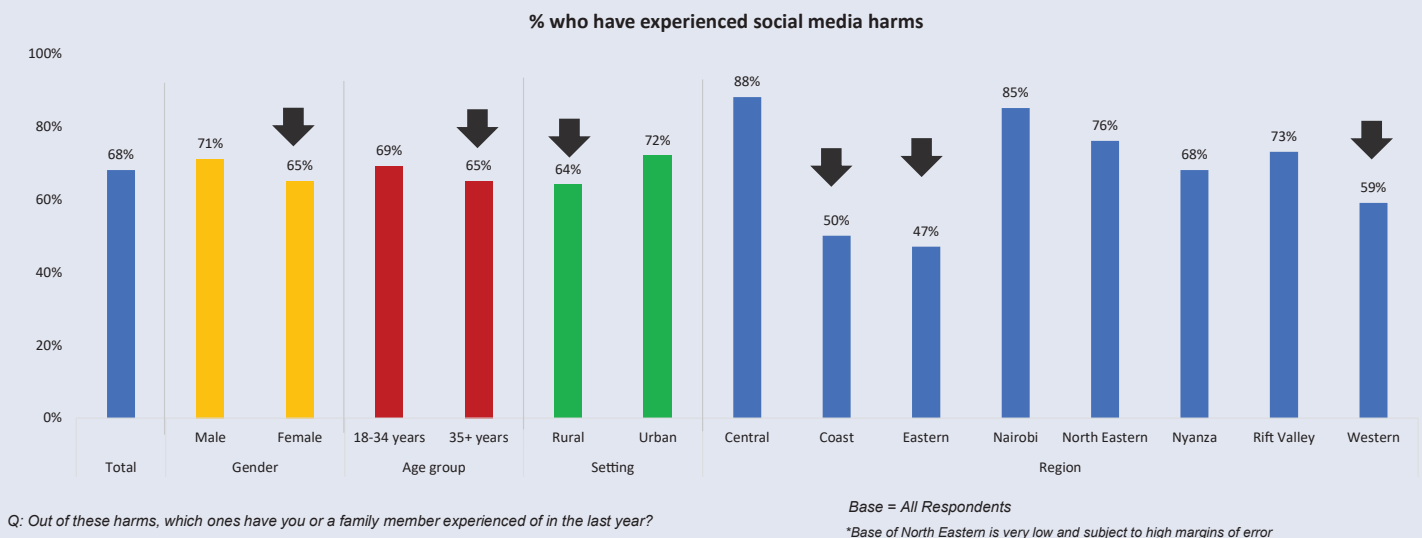## By total, setting & region

- Entertainment as one of the benefits of social media is higher amongst urban respondents and predominantly those living in Central and Nairobi Regions. In North Eastern region, there was no significant difference in mention of entertainment and employment opportunities as benefits of social media, both at (59%).

Benefits of social media

Legend: Entertainment, Employment, Connect with family/friends, Online training/courses, Marketing/advertising platforms, eCommerce, Online dating, Has motivational content

Q: What benefits can you associate with social media?

Base = 1975 (Those who mentioned benefits of social media)

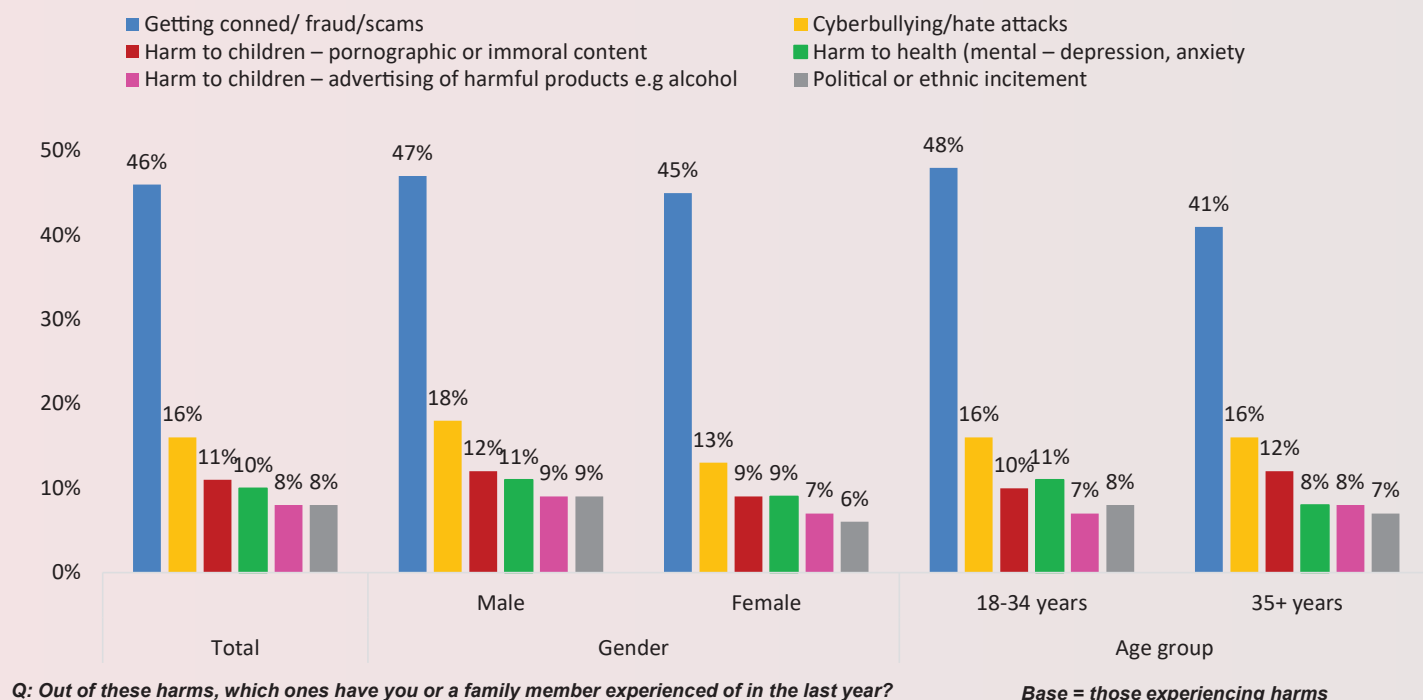# Incidence of Experiencing Social Media Harms *By all demographics*

- A majority of Kenyans have experienced social media harms. The incidence of this is higher amongst men, urban respondents and predominantly those living in Central and Nairobi Regions.

% who have experienced social media harms

Q: Out of these harms, which ones have you or a family member experienced of in the last year?

Base = All Respondents

*Base of North Eastern is very low and subject to high margins of error

Nature of Social Media Harms Experienced *By total, gender & age group*

- Men and the younger generation had high mentions of getting conned.

Nature of social media harms experienced

■ Getting conned/ fraud/scams
■ Cyberbullying/hate attacks
■ Harm to children – pornographic or immoral content
■ Harm to health (mental – depression, anxiety
■ Harm to children – advertising of harmful products e.g alcohol
■ Political or ethnic incitement

Total
- Getting conned: 46%
- Cyberbullying: 16%
- Harm to children (porn): 11%
- Harm to health: 10%
- Harm to children (advertising): 8%
- Political: 8%

Gender – Male
- 47%, 18%, 12%, 11%, 9%, 9%

Gender – Female
- 45%, 13%, 9%, 9%, 7%, 6%

Age group – 18-34 years
- 48%, 16%, 10%, 11%, 7%, 8%

Age group – 35+ years
- 41%, 16%, 12%, 8%, 8%, 7%

Q: Out of these harms, which ones have you or a family member experienced of in the last year?

Base = those experiencing harms

Getting conned
There are these products you may see online being sold and there is an example of a woman there looking really good and glowing and so you'd want to look like her and then you decide to also use the product. Later the product tends to be fake and may also damage your skin and body.
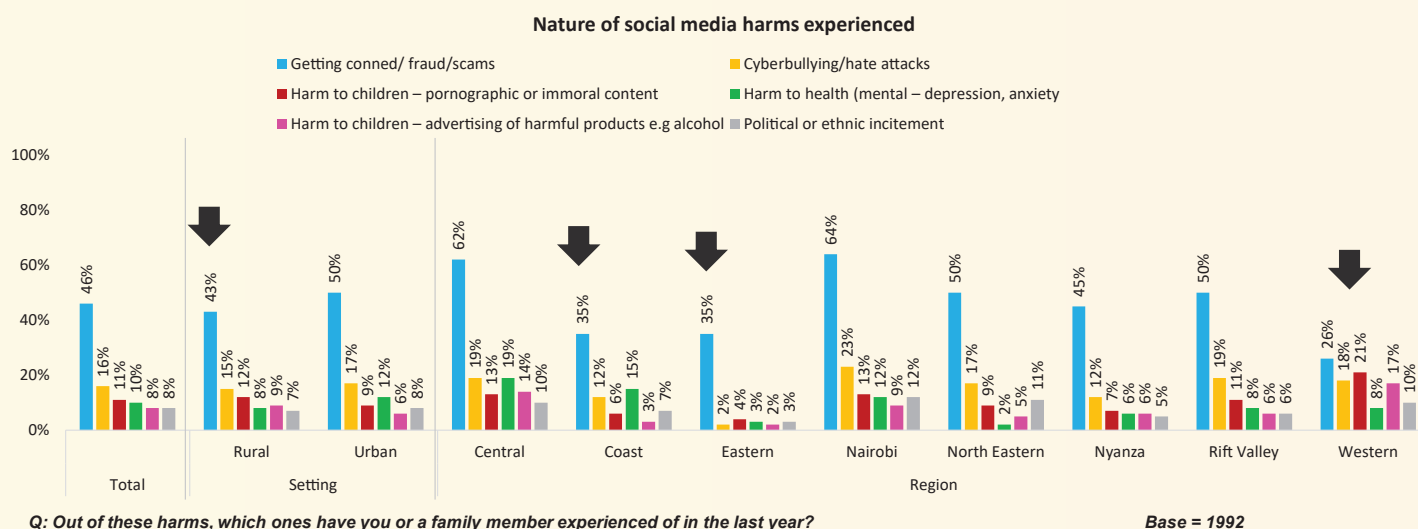*18 to 24 years, Female, Mombasa*

Getting conned
There are a lot of scammers on social media; someone may tell you that there is an opportunity and then afterwards you find yourself losing a lot of money. So a lot of scammers take advantage of social media because they can reach many people
18 to 24 years, Male, Nairobi

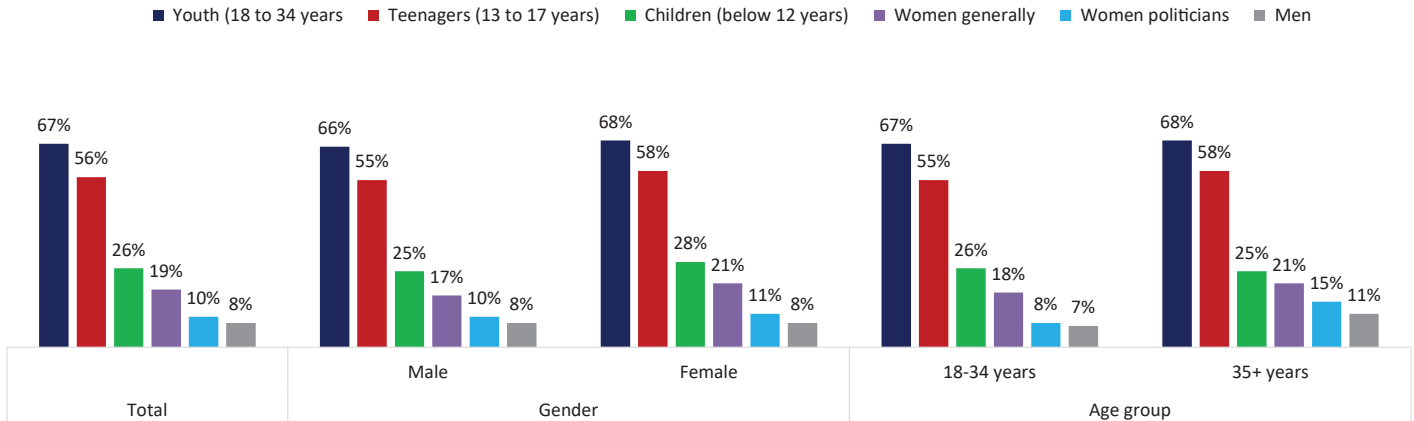# Nature of Social Media Harms Experienced *By total, setting & region*

- Half of the respondents in the urban setting mentioned that they have had an experience of getting conned/fraud/scammed.

- There was no significant difference in North Eastern and Rift Valley regions in the mentions of getting conned/fraud/scam, both at 50%.

- Nairobi region had the highest number of respondents who mentioned they have had an experience of getting conned/fraud/scammed.

Nature of social media harms experienced

- Getting conned/ fraud/scams
- Cyberbullying/hate attacks
- Harm to children – pornographic or immoral content
- Harm to health (mental – depression, anxiety
- Harm to children – advertising of harmful products e.g alcohol
- Political or ethnic incitement

Q: Out of these harms, which ones have you or a family member experienced of in the last year?   *Base = 1992*

Vulnerability to Social Media Harms
By total, gender & age group

- Those who are most vulnerable to social media harm in Kenya are the youth followed by teenagers and children below 12 years. Female respondents and the older generation have slightly higher mentions of the youth being the most vulnerable group in Kenya.

Vulnerable people to social media harm

Legend: Youth (18 to 34 years) ■ Teenagers (13 to 17 years) ■ Children (below 12 years) ■ Women generally ■ Women politicians ■ Men

Total: 67%, 56%, 26%, 19%, 10%, 8%

Gender — Male: 66%, 55%, 25%, 17%, 10%, 8%
Gender — Female: 68%, 58%, 28%, 21%, 11%, 8%

Age group — 18-34 years: 67%, 55%, 26%, 18%, 8%, 7%
Age group — 35+ years: 68%, 58%, 25%, 21%, 15%, 11%

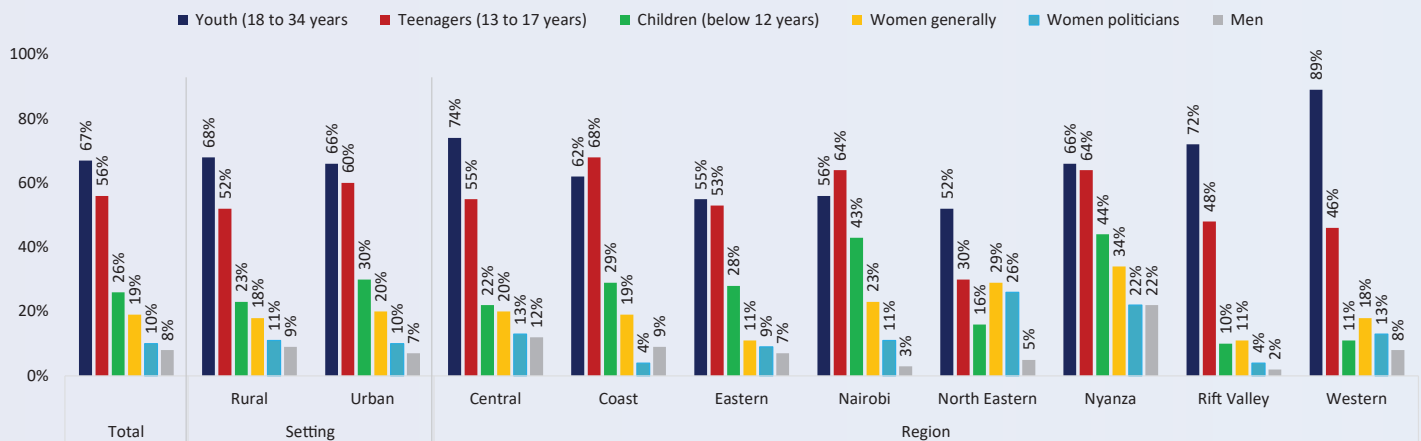*Base = 1989 (Those who mentioned vulnerable people to social media harm)*
Q: Which of the following people in the Kenyan society are vulnerable to social media harm?

Vulnerability to Social Media Harms
By total, setting & region

- Across the demographics, those living in the rural setting and Western region have the highest number of respondents who mentioned that the youth are most vulnerable to social media harms. Teenagers are highly mentioned by respondents living in Coast (68%) and Nairobi (64%) regions.

Vulnerable people vulnerable to social media harm

Legend: Youth (18 to 34 years) ■ Teenagers (13 to 17 years) ■ Children (below 12 years) ■ Women generally ■ Women politicians ■ Men

Total: 67%, 56%, 26%, 19%, 10%, 9%

Setting — Rural: 68%, 52%, 23%, 18%, 11%, 9%
Setting — Urban: 66%, 60%, 30%, 20%, 10%, 7%

Region — Central: 74%, 55%, 22%, 20%, 13%, 12%
Region — Coast: 62%, 68%, 29%, 19%, 4%, 9%
Region — Eastern: 55%, 53%, 28%, 11%, 9%, 7%
Region — Nairobi: 56%, 64%, 43%, 23%, 11%, 3%
Region — North Eastern: 52%, 30%, 16%, 29%, 26%, 5%
Region — Nyanza: 66%, 64%, 44%, 34%, 22%, 22%
Region — Rift Valley: 72%, 48%, 10%, 11%, 4%, 2%
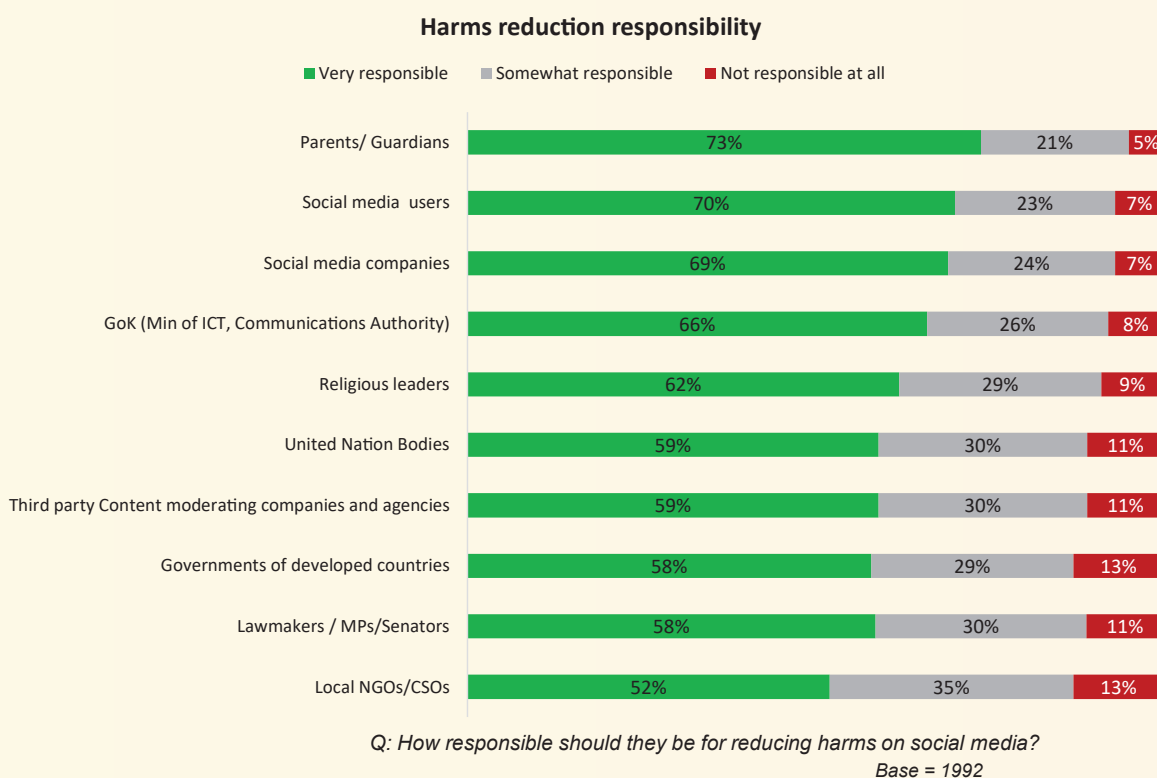Region — Western: 89%, 46%, 11%, 18%, 13%, 8%

Q: Which of the following people in the Kenyan society are vulnerable to social media harm?   *Base = 1989 (Those who mentioned vulnerable people to social media harm)*

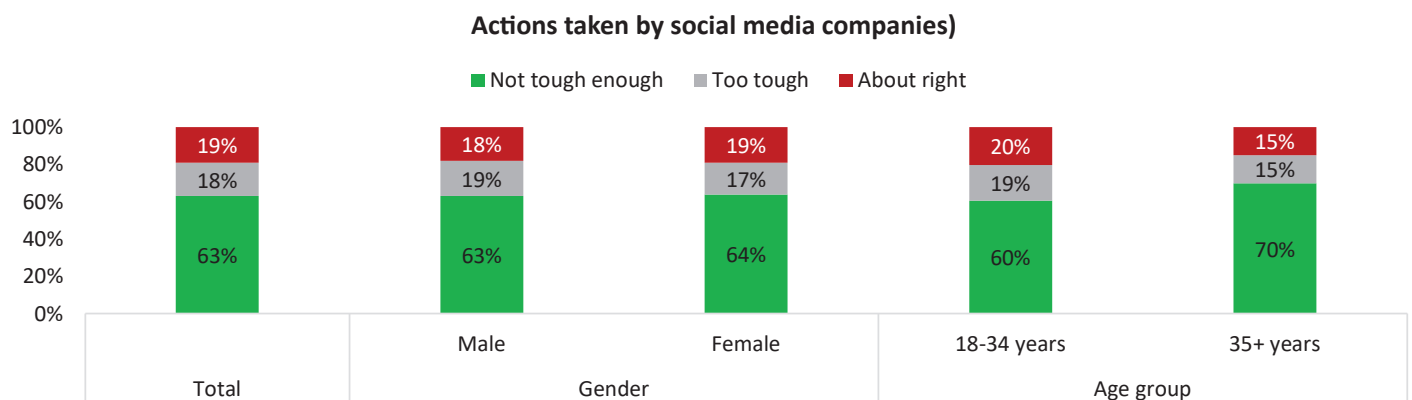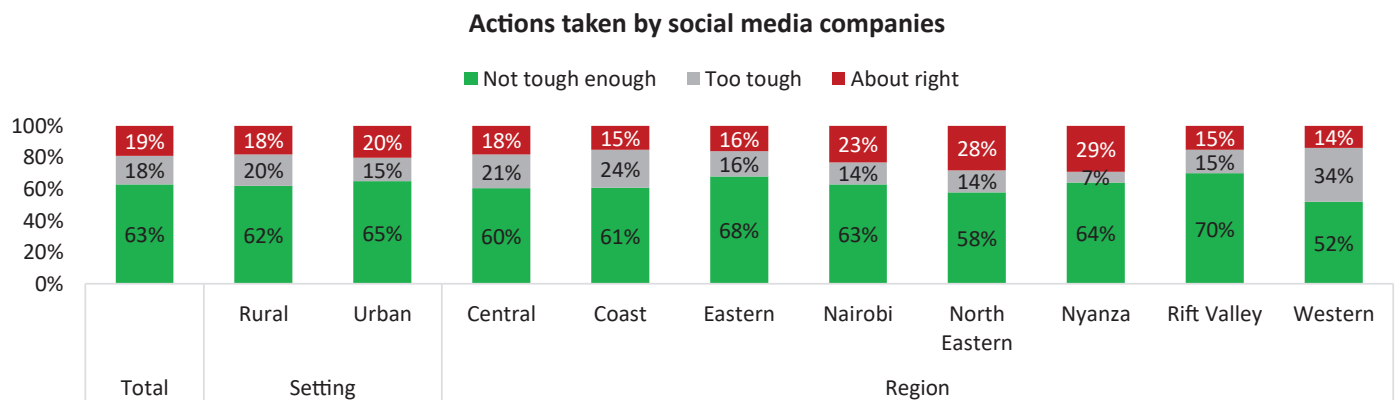# Expected Level of Responsibility for Reducing Social Media Harms

- Parents/guardians, social media users and social media companies are amongst the top three in the mentions of people that should be responsible for reducing harm on social media.

Harms reduction responsibility

■ Very responsible   ■ Somewhat responsible   ■ Not responsible at all

	Very responsible	Somewhat responsible	Not responsible at all
Parents/ Guardians	73%	21%	5%
Social media users	70%	23%	7%
Social media companies	69%	24%	7%
GoK (Min of ICT, Communications Authority)	66%	26%	8%
Religious leaders	62%	29%	9%
United Nation Bodies	59%	30%	11%
Third party Content moderating companies and agencies	59%	30%	11%
Governments of developed countries	58%	29%	13%
Lawmakers / MPs/Senators	58%	30%	11%
Local NGOs/CSOs	52%	35%	13%

Q: How responsible should they be for reducing harms on social media?
Base = 1992

Actions Taken by Social Media Companies *By all demographics*

- Respondents in urban settings feel the actions taken by social media companies is not tough enough.

- Rift Valley (70%) region has the highest number of respondents who felt that actions taken by social media companies is not tough enough followed by Eastern (68%) and Nyanza (64%) regions.
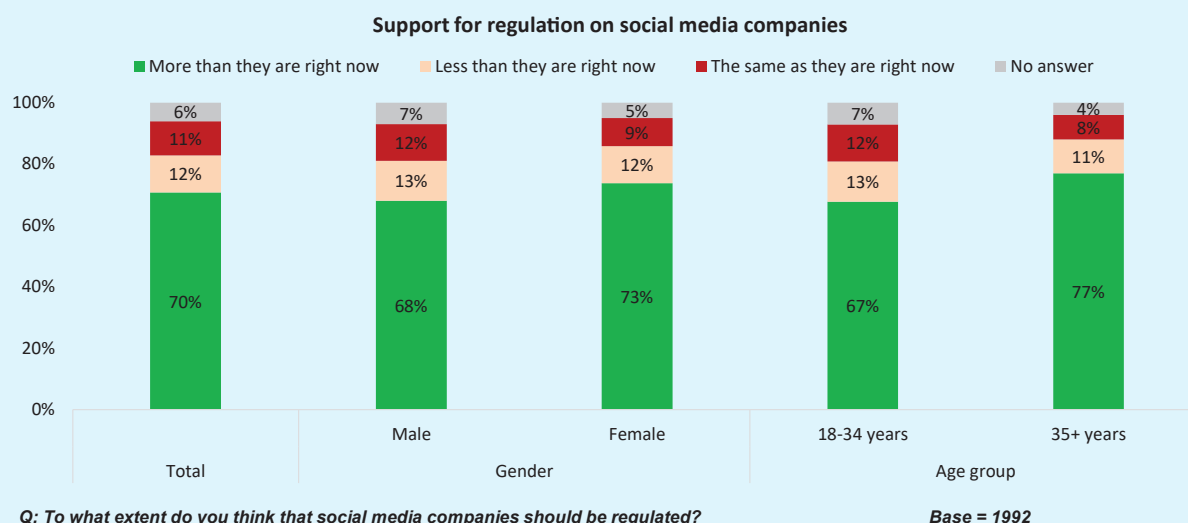
- More than half (63%) of the respondents mentioned that actions taken by social media companies is not tough enough.

- There was no significant difference in terms of gender as they both felt that the actions taken by social media companies is not tough enough.

- In terms of age group, the older generation had higher mentions of actions taken by social media companies as not being tough enough as compared to the young generation.

Actions taken by social media companies

Legend: ■ Not tough enough ■ Too tough ■ About right

	Not tough enough	Too tough	About right
Total	63%	18%	19%
Rural (Setting)	62%	20%	18%
Urban (Setting)	65%	15%	20%
Central (Region)	60%	21%	18%
Coast (Region)	61%	24%	15%
Eastern (Region)	68%	16%	16%
Nairobi (Region)	63%	14%	23%
North Eastern (Region)	58%	14%	28%
Nyanza (Region)	64%	7%	29%
Rift Valley (Region)	70%	15%	15%
Western (Region)	52%	34%	14%

Actions taken by social media companies)

Legend: ■ Not tough enough ■ Too tough ■ About right

	Not tough enough	Too tough	About right
Total	63%	18%	19%
Male (Gender)	63%	19%	18%
Female (Gender)	64%	17%	19%
18-34 years (Age group)	60%	19%	20%
35+ years (Age group)	70%	15%	15%

Q: When it comes to removing content from websites, social media platforms and apps that people consider to be harmful, do you think that the actions taken by social media companies are?

# Support for Regulation for Social Media Companies *By total, gender & age group*

- A majority of the respondents (70%) mention that social media companies should be regulated more than they are currently.

- The female respondents and those aged 35+ years have higher mentions of wanting social media companies to be regulated more than they are currently.

Support for regulation on social media companies

Legend: ■ More than they are right now ■ Less than they are right now ■ The same as they are right now ■ No answer

	Total	Male	Female	18-34 years	35+ years
No answer	6%	7%	5%	7%	4%
The same as they are right now	11%	12%	9%	12%	8%
Less than they are right now	12%	13%	12%	13%	11%
More than they are right now	70%	68%	73%	67%	77%

Groupings: Total | Gender (Male, Female) | Age group (18-34 years, 35+ years)

Q: To what extent do you think that social media companies should be regulated?   *Base = 1992*

Social Media Platforms Ability to Protect Users *By all demographics*

- A majority of Kenyans feel that social media platforms self-regulation cannot protect users from harm without government intervention. Female respondents and those living in the urban have high mentions of not believing social media platforms can protect users from harm without government intervention. Across the regions, those living in North Eastern (91%) region had the highest number of respondents who felt that social media platforms alone cannot protect users.

% who do feel that social media self regulation can protect internet users
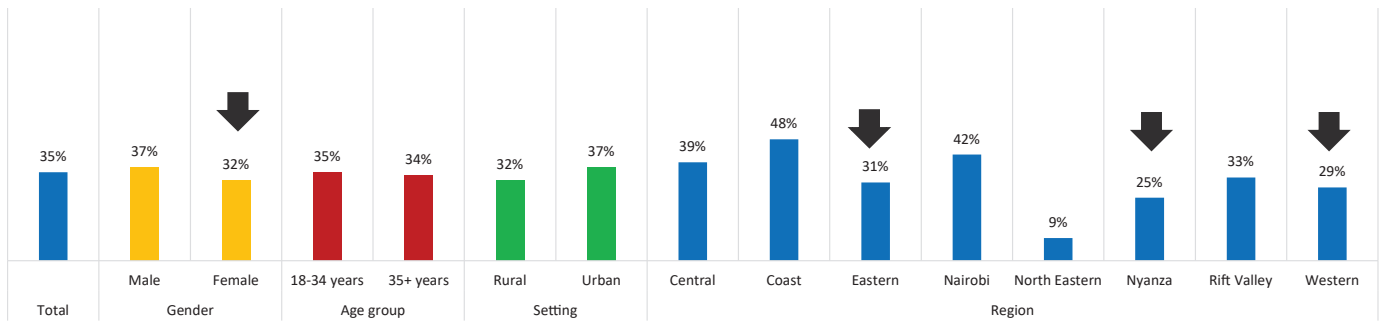
Q: Do you believe that the social media platforms alone can protect users from harm without government intervention?
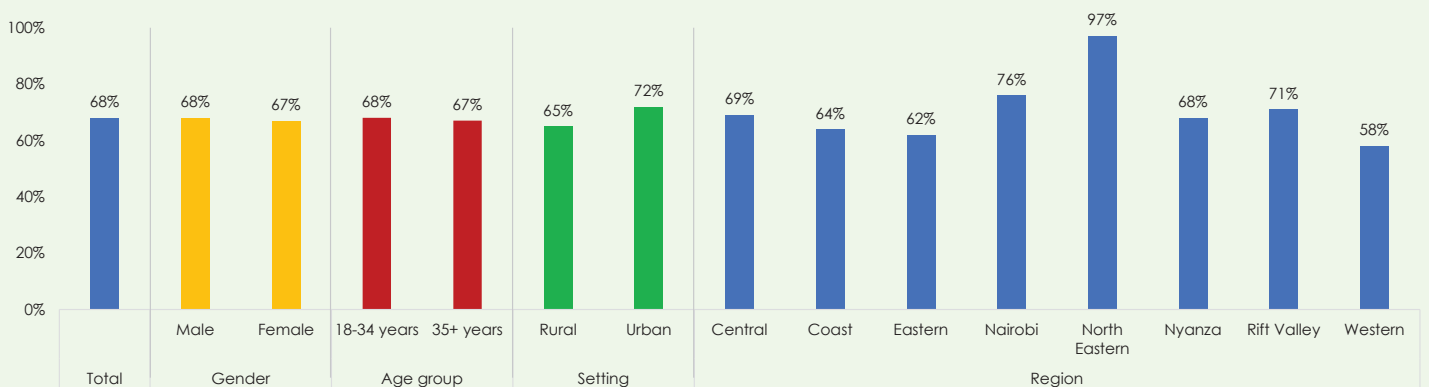
Base = 1992

Concerns about Control of the Internet and Social Media Platforms
By all demographics

- Three-fifths of the respondents mention that they are not concerned about how the government of Kenya (GoK) controls the internet and social media platforms. Across the demographics, there was no significant difference in terms of gender and age as they both do not feel concerned about how the GoK controls the internet and social media platforms. However, those living in North Eastern (97%) region had the highest number of respondents who mentioned that they are not concerned. This implies that they may not object to social media regulation by GoK.

% who do NOT feel concerned on GoK's control of the internet and social media platforms

Q: Are you concerned that GoK is going too far in terms of control of the internet and social media platforms?
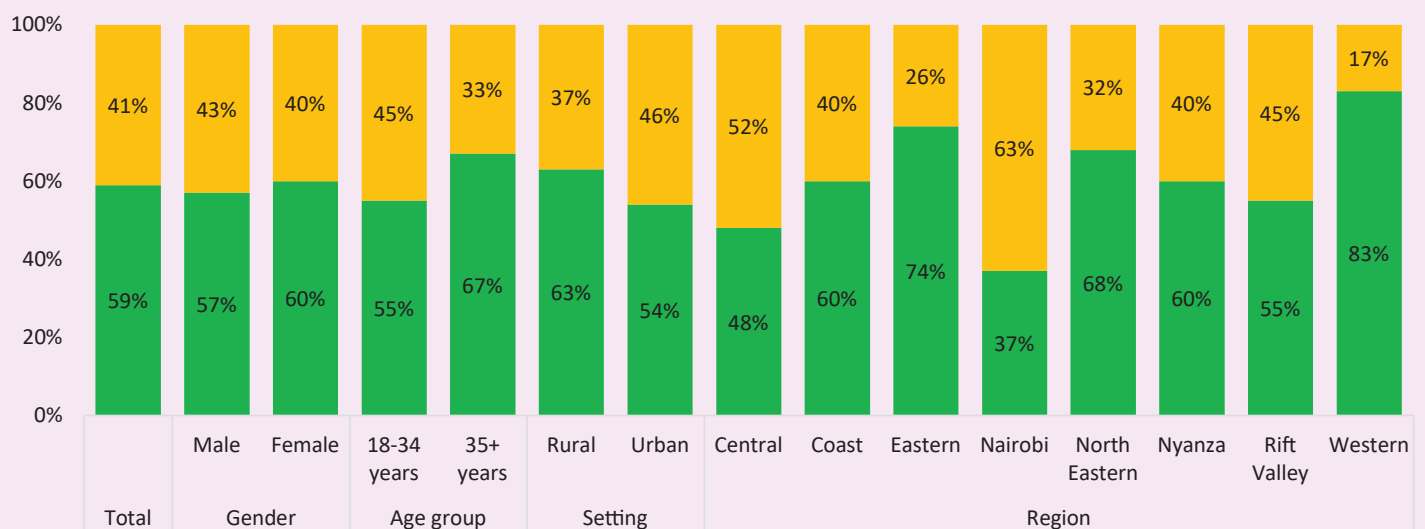
Base = 1992

Regulatory Approach for Social Media Companies *By all demographics*

- A majority of the respondents (59%) feel that the GoK should regulate social media platforms.

- Female respondents, older generation and rural setting have a higher preference for GoK involvement in regulating social media platforms.

- In terms of regions, Nairobi region (63%) has the highest number of respondents who mentioned that major internet companies should self-regulate

Regulation approach for social media companies

■ Major internet companies to make it their policies about what people can and cannot post on their website/apps without GoK involvement

■ GoK to make policies that sets limits or guidelines about what major internet companies can & cannot display on their website/apps
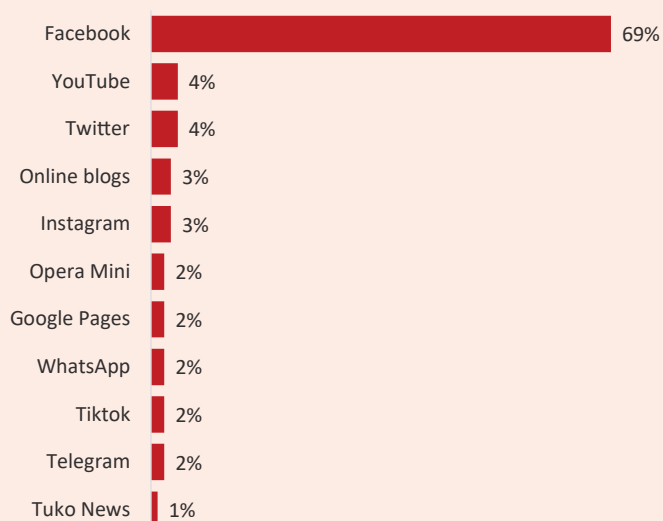
Category		GoK (green)	Major internet companies (yellow)
Total	Total	59%	41%
Gender	Male	57%	43%
	Female	60%	40%
Age group	18-34 years	55%	45%
	35+ years	67%	33%
Setting	Rural	63%	37%
	Urban	54%	46%
Region	Central	48%	52%
	Coast	60%	40%
	Eastern	74%	26%
	Nairobi	37%	63%
	North Eastern	68%	32%
	Nyanza	60%	40%
	Rift Valley	55%	45%
	Western	83%	17%

Q: In your opinion, which is a better approach for social media companies' regulation?
Base = 1992
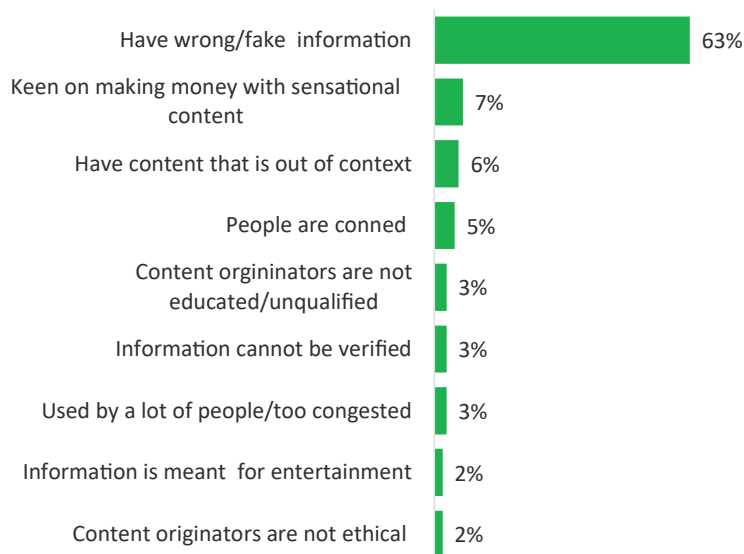
Social Media Platforms Not Trusted & Reasons *By total*

- The least trusted social media platform by a majority of respondents is Facebook.The main reason for not trusting some social media platforms was because the respondents are exposed to false information.

Specific social media platforms that are not trusted

Platform	%
Facebook	69%
YouTube	4%
Twitter	4%
Online blogs	3%
Instagram	3%
Opera Mini	2%
Google Pages	2%
WhatsApp	2%
Tiktok	2%
Telegram	2%
Tuko News	1%

Q: Which specific social media sites/platforms do you not trust?

Reasons for not trusting social media platforms

Reason	%
Have wrong/fake information	63%
Keen on making money with sensational content	7%
Have content that is out of context	6%
People are conned	5%
Content orgininators are not educated/unqualified	3%
Information cannot be verified	3%
Used by a lot of people/too congested	3%
Information is meant for entertainment	2%
Content originators are not ethical	2%

Q: Why don't you trust the sources mentioned above?
Base = 820 (Those who do not trust)

3.4 Testing Actions to Make the Internet Safer

- **Government actions**
- **Unified actions**
- **Social media company actions**

Proposed Actions to Make the Social and Digital Media Safer

- Respondents exposed to a set of proposed actions to make the digital and social media safer. They were then asked to select actions that are most ideal. Below is a list of actions they were exposed to:

Government & unified actions

Government actions
- ❑ Government to act by putting restrictions on social media companies
- ❑ Social media platforms themselves to put forth guidelines for reducing harmful content
- ❑ Educational campaign to help people find and report mis/disinformation and fake news
- ❑ Government intervention to ensure that social media companies adhere to their own rules

Unified actions
- ❑ The public, the government, and the platforms in moderating the platform content

Company actions - WhatsApp

- ❑ WhatsApp should detect mis/disinformation that has been fact checked
- ❑ WhatsApp should gear their interfaces to help users assess the credibility of a message before sharing it with peers
- ❑ WhatsApp should put more measures in place to limit the speed and extent of a message spread
- ❑ WhatsApp should share content in groups to help people learn about how to spot mis/disinfo
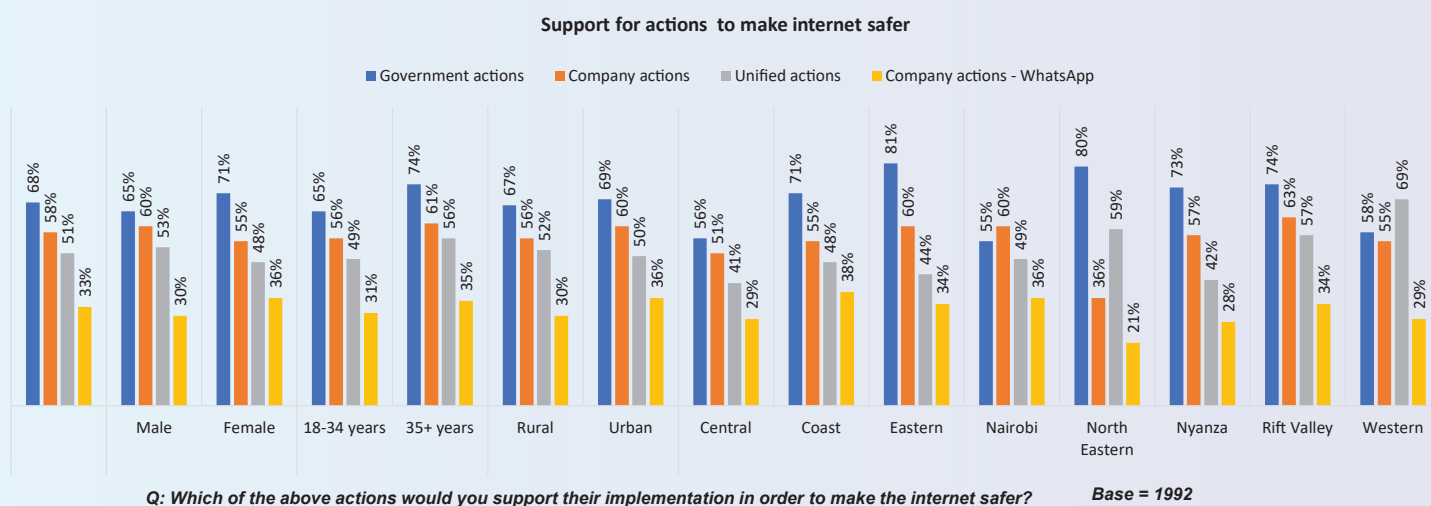
Company actions

- ❑ Social media platforms to put restrictions in place of what people can and cannot post
- ❑ Social media platforms to have a better review process to review content before it is live
- ❑ Social media platforms to make rules to limit the type of posts that can be made
- ❑ Social media platforms to ban or suspend accounts that overwhelmingly post negative things
- ❑ Social media companies to create rules for spreading false information
- ❑ Social media companies to have a stronger review process before videos go live
- ❑ Establish a Facebook Oversight Board in Kenya/ East Africa that will convene policy makers to focus on fixing the harms brought by social media platforms
- ❑ Social media platforms make the AI system transparent
- ❑ Convene conversations with Kenyan policy makers to focus onachievable fixes to the harms brought by digital platforms.

Actions to Make the Digital and Social Media Safer *Government, Company, Unified & WhatsApp Actions*

- Government actions was the top mentioned actions that the respondents would support to make the digital and social media platforms safer.

- Females, those aged 34+ years and those in Eastern had the highest mention of supporting government actions that can make digital and social media platforms safer.

Support for actions to make internet safer

■ Government actions　■ Company actions　▨ Unified actions　■ Company actions - WhatsApp

Q: Which of the above actions would you support their implementation in order to make the internet safer?　**Base = 1992**
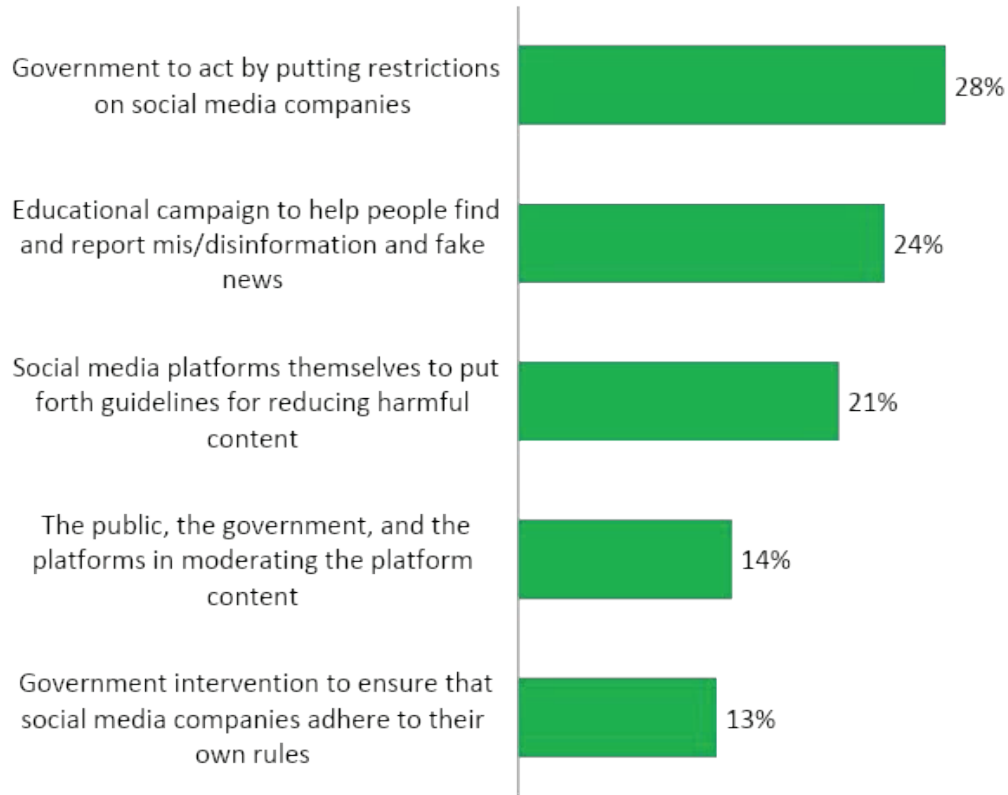
Testing Actions to Make Digital and Social Media Platforms Safer

Government & unified actions

- The most preferred action to make the internet safer is for the Government of Kenya to put restrictions on social media companies.

Preferred government & unified actions (prompted)

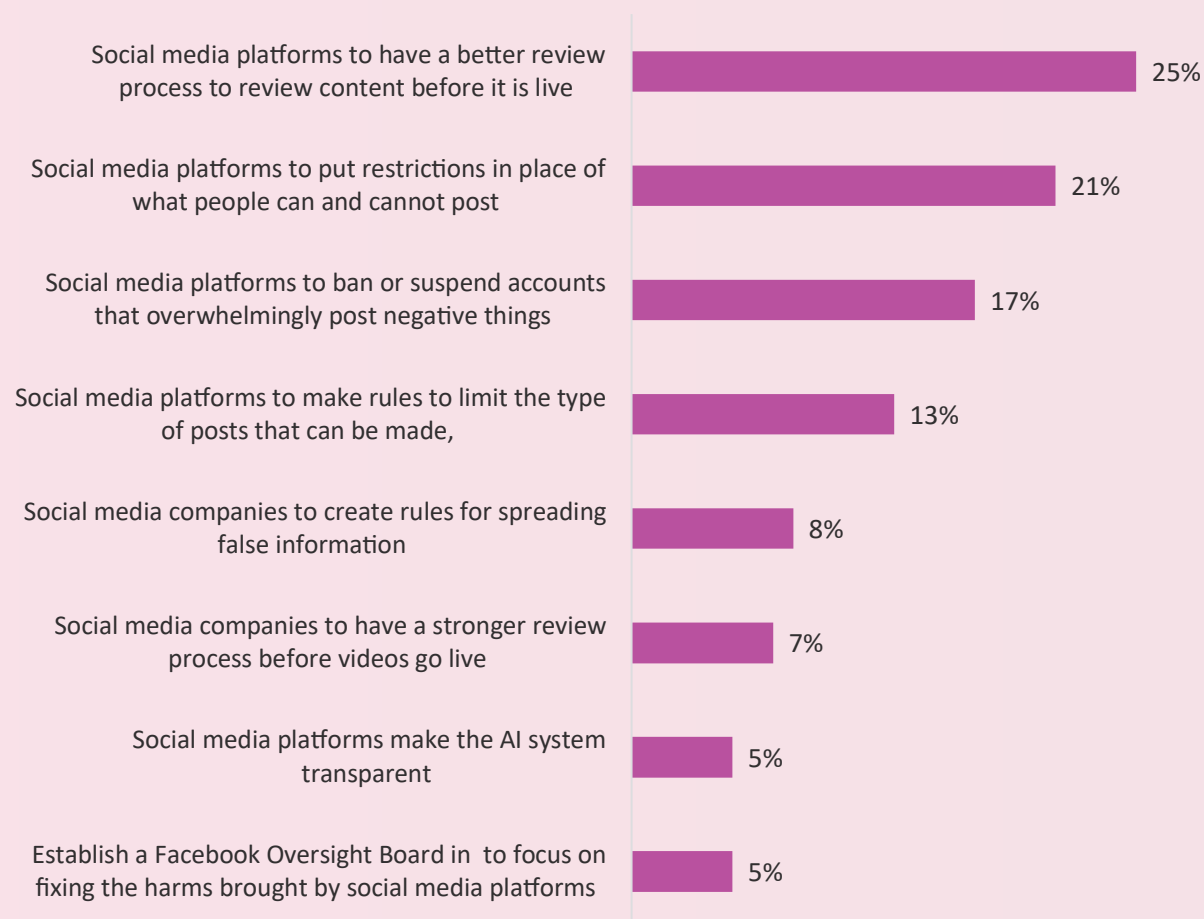| Action	Percentage
Government to act by putting restrictions on social media companies	28%
Educational campaign to help people find and report mis/disinformation and fake news	24%
Social media platforms themselves to put forth guidelines for reducing harmful content	21%
The public, the government, and the platforms in moderating the platform content	14%
Government intervention to ensure that social media companies adhere to their own rules	13%

Q. Which of the following actions would you support their implementation in order to make the internet safer? Base = 1992

Testing Actions to Make the Internet Safer *Social media company actions*

- The most preferred action to make the internet safer is for the Government of Kenya to put restrictions on social media companies.

Social Media Company Actions

Action	Percentage
Social media platforms to have a better review process to review content before it is live	25%
Social media platforms to put restrictions in place of what people can and cannot post	21%
Social media platforms to ban or suspend accounts that overwhelmingly post negative things	17%
Social media platforms to make rules to limit the type of posts that can be made,	13%
Social media companies to create rules for spreading false information	8%
Social media companies to have a stronger review process before videos go live	7%
Social media platforms make the AI system transparent	5%
Establish a Facebook Oversight Board in to focus on fixing the harms brought by social media platforms	5%

Q. Which of the following actions would you support their implementation in order to make the internet safer?
Base = 1992