Public Opinion Research on Mis/Disinformation & the Role of Big Tech in Kenya

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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:

- 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

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

Quantitative Research

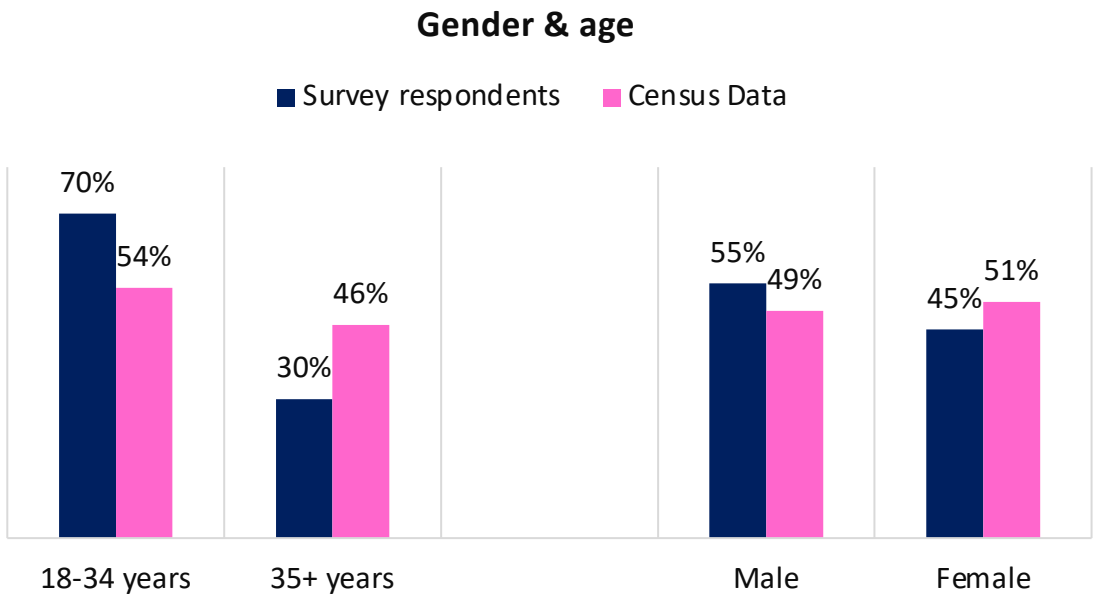
- A national household sampling methodology targeting internet users. This report presents the findings of the quantitative and qualitative findings.

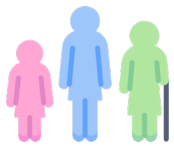
Item	Survey details
Data collection methodology	• Quantitative
Target respondents	• **Internet users:** past 2 weeks users • **Age:** 18+ years • **Gender:** Both male and female • **Religious ideology:** progressives, moderates and conservatives
Duration of study	• 28th May to 15th July, 2022
Geographical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

Respondents' Demographics

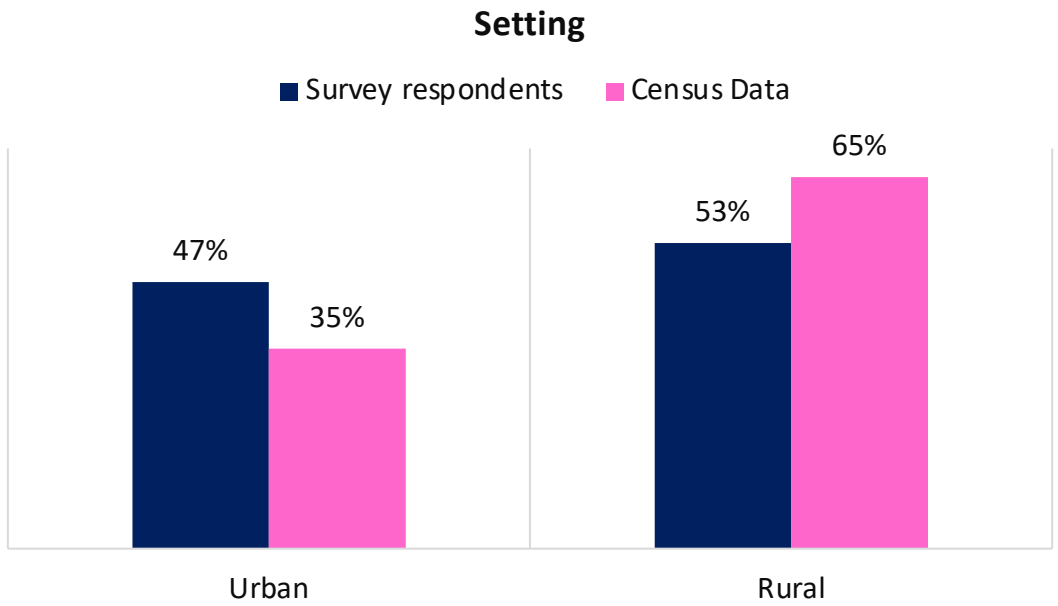
Survey respondents vs census data

- 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.





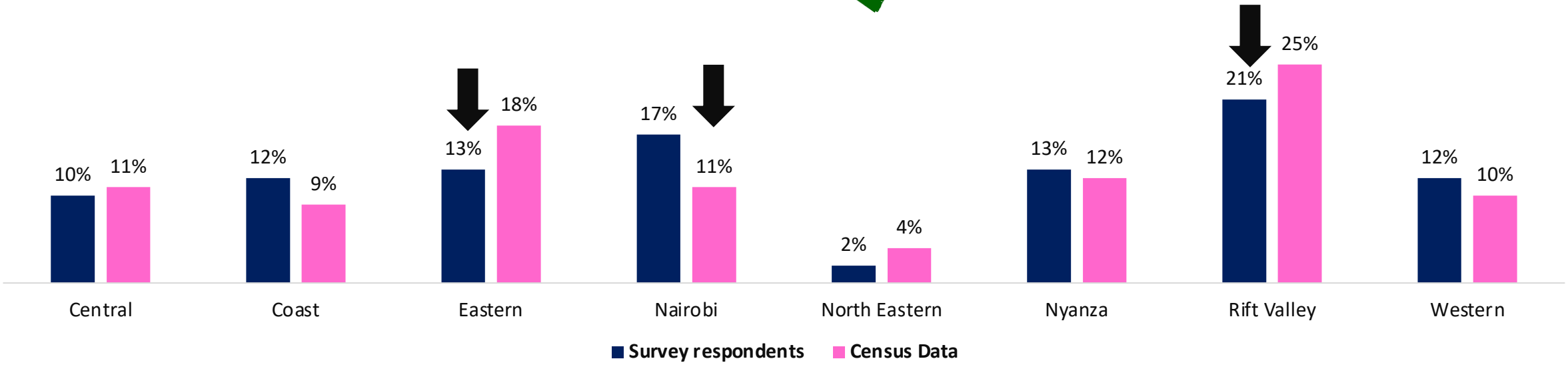
- There sample had a higher proportion of urban users than the proportion in the census data. This is because access to the internet is higher in urban areas.



Respondents' Demographics

Survey respondents vs 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.



Section 2: Summary Findings

Social Media Consumption

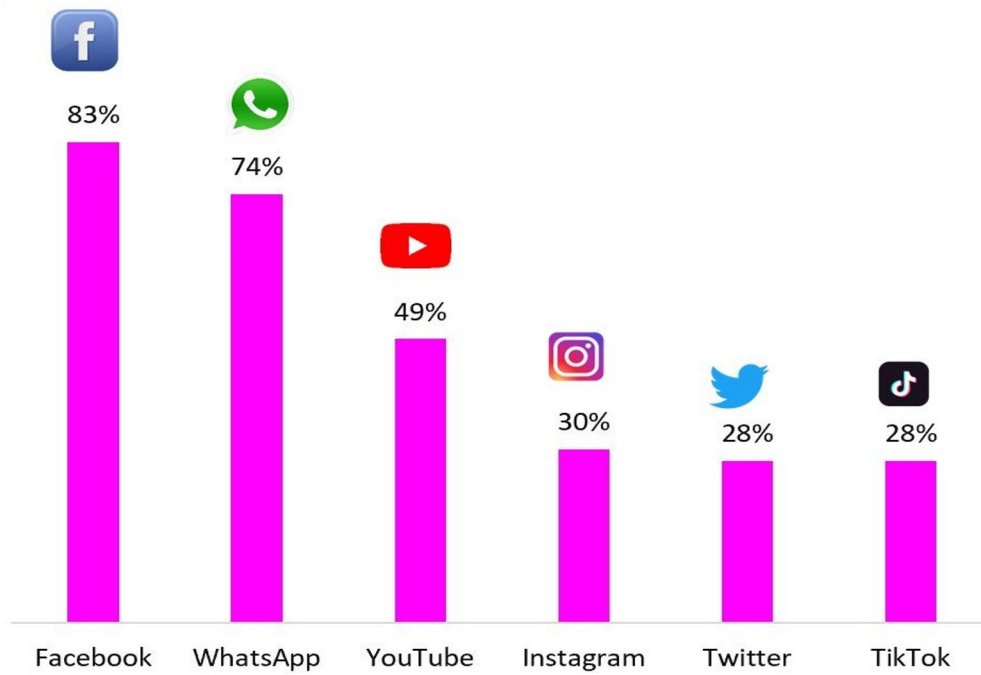
- Television was mentioned to be the main source of general news followed by social media. The main social media platforms used by the respondents is Facebook and WhatsApp.

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

71%
Television

64%
Social Media

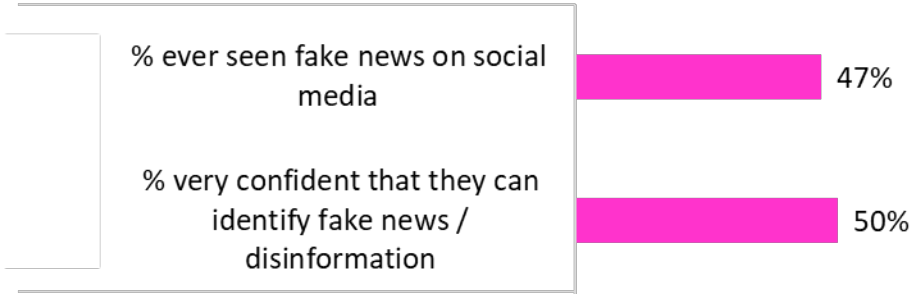
50%
Radio



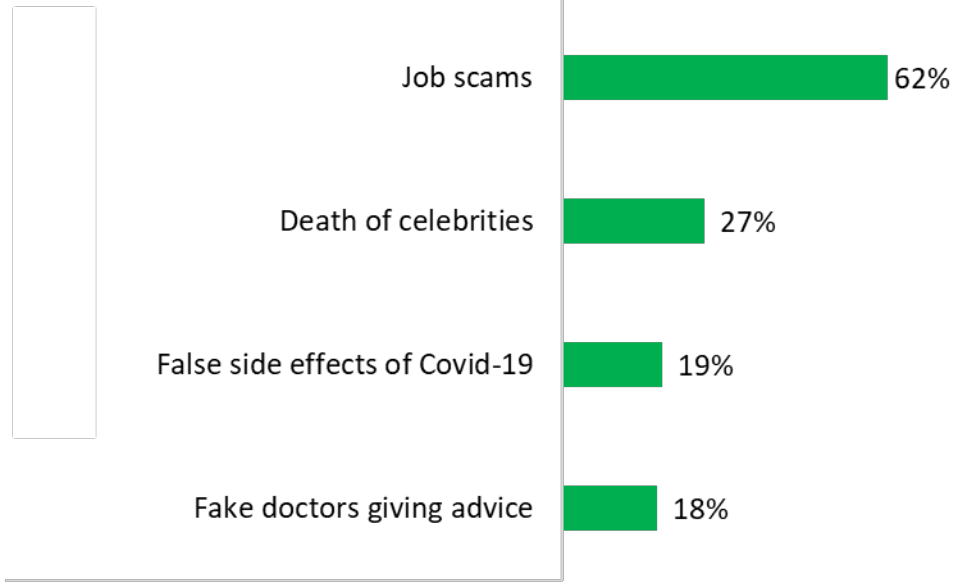
General Experience with Disinformation

- 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.

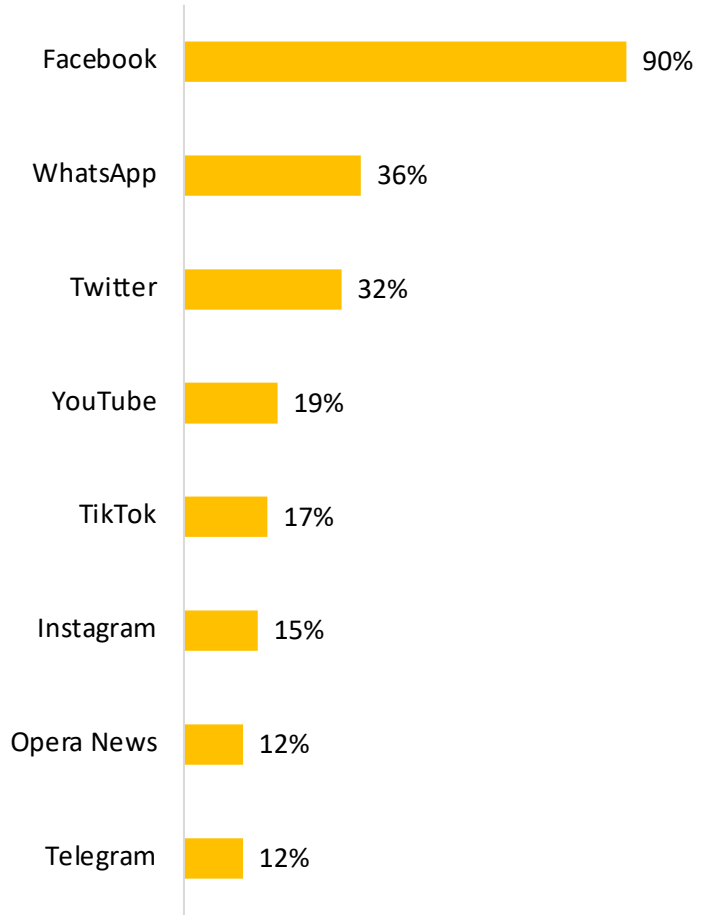
Key indicators on disinformation



Common forms of disinformation in Kenya



Social media sites used to spread disinformation

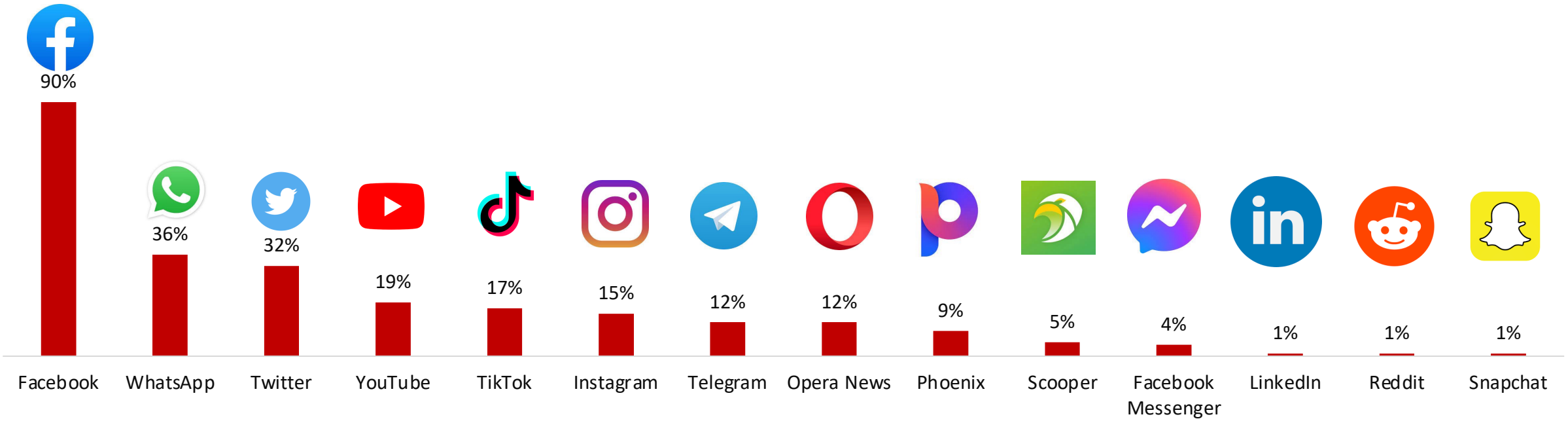


Social Media Platforms and the Spread of Disinformation

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



Q: Which social media sites or platforms are used by users in Kenya to spread disinformation?

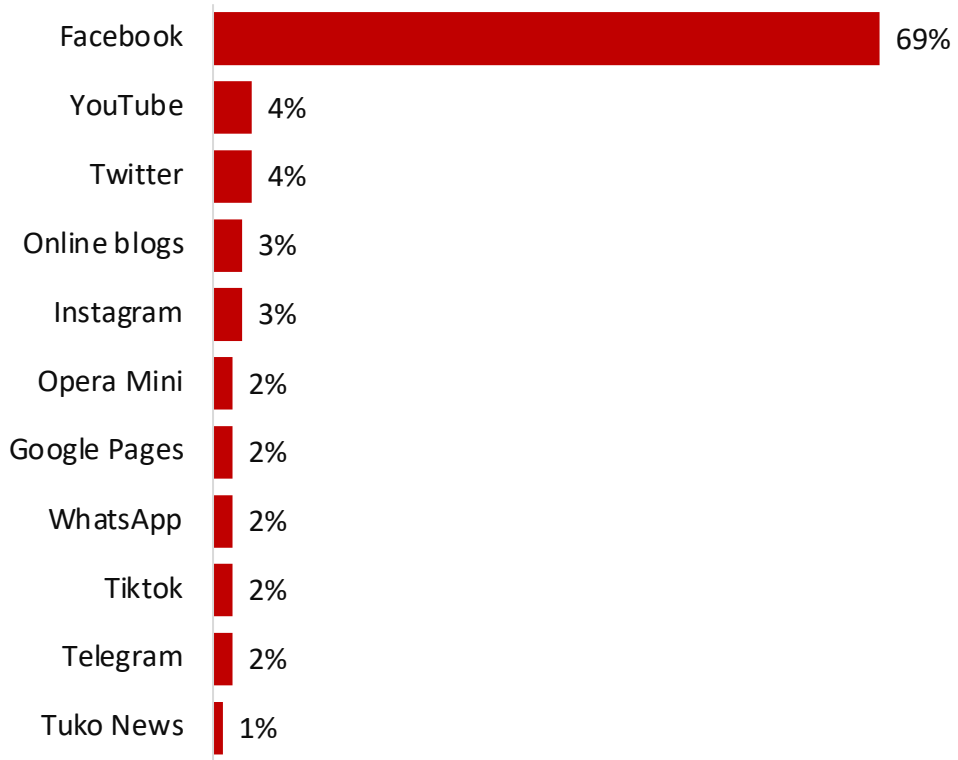
Base = All Respondents

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.

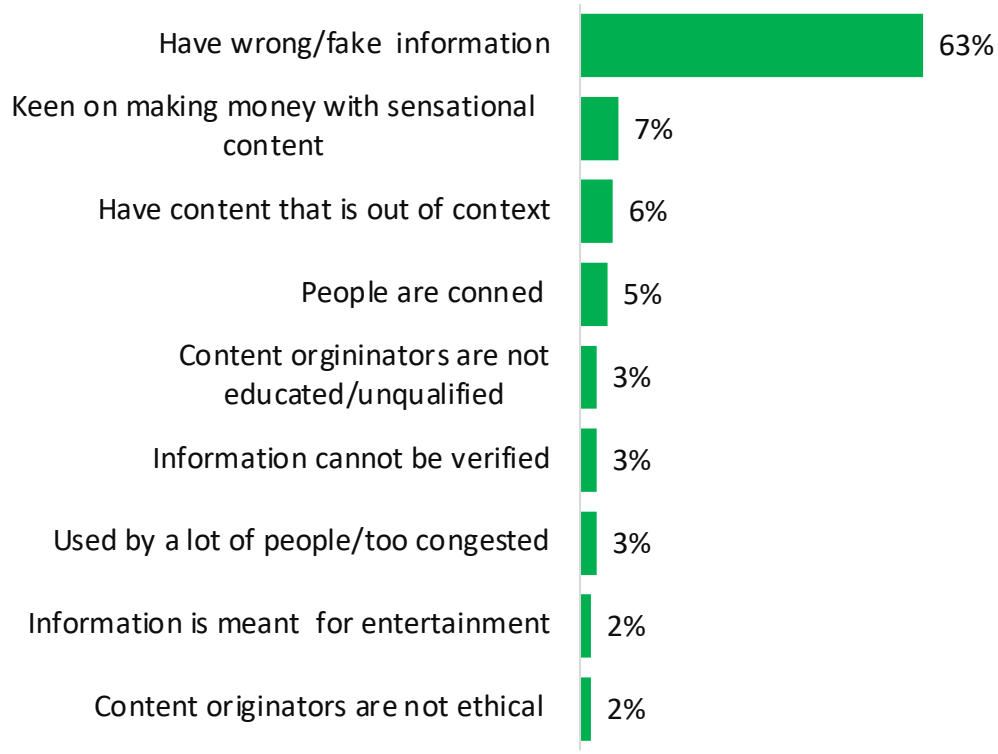
Specific social media platforms that are not trusted



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

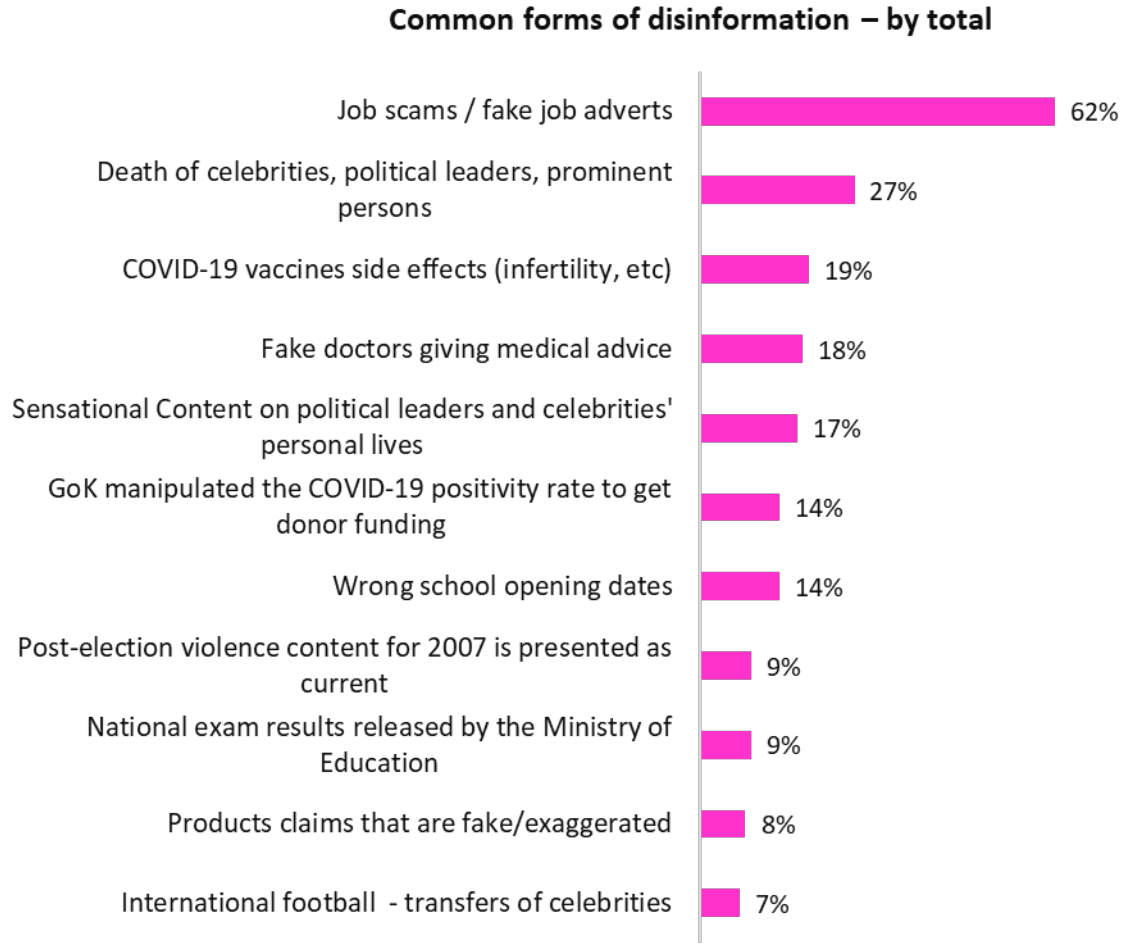


Q: Why don't you trust the sources mentioned above?

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.



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

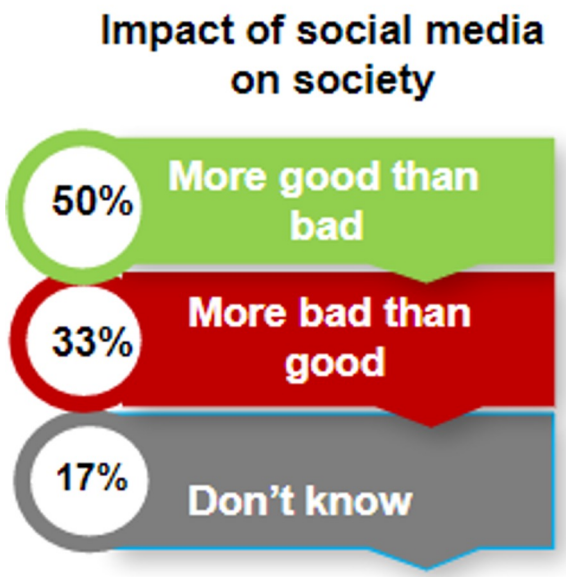
Misinformation on death of prominent persons If *you would go to social media, you'll find out that the Nigerians are saying that Mrs. Johnson is dead but in real sense she is still alive. There is this information that concerned Rose Muhando, they had said that she was dead on social media but she wasn't.*

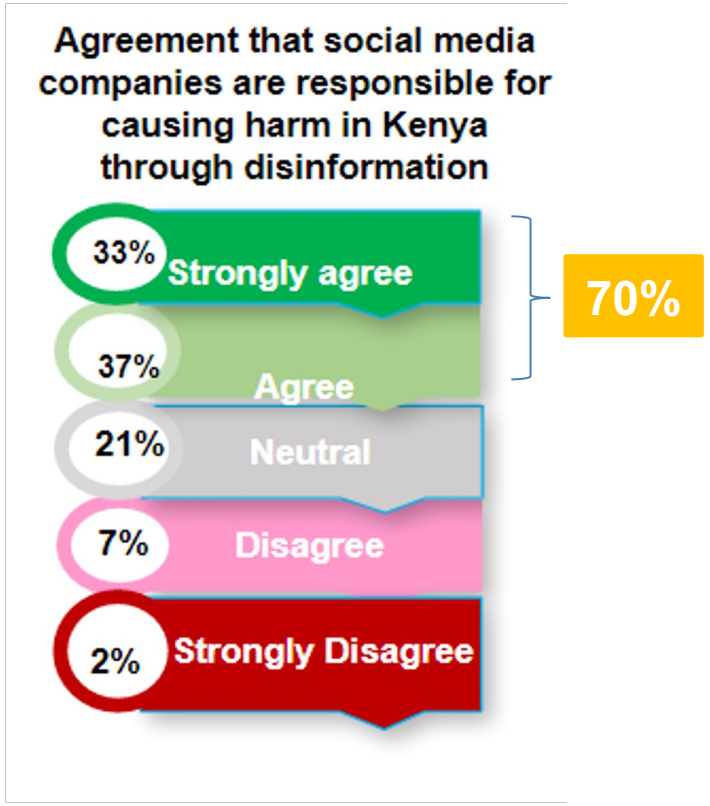
30 to 45 years, Female, Kisumu

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

Base = All Respondents

Impact and Degree of Social Media Harms





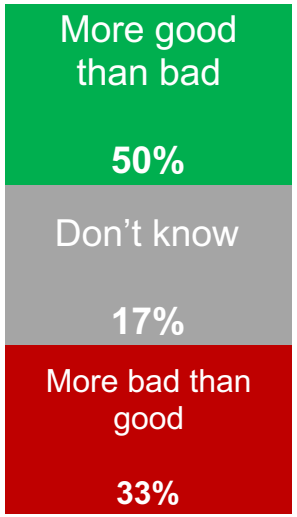
- 70% of Kenyans agree that social media companies are responsible for causing harm in Kenya through disinformation

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.

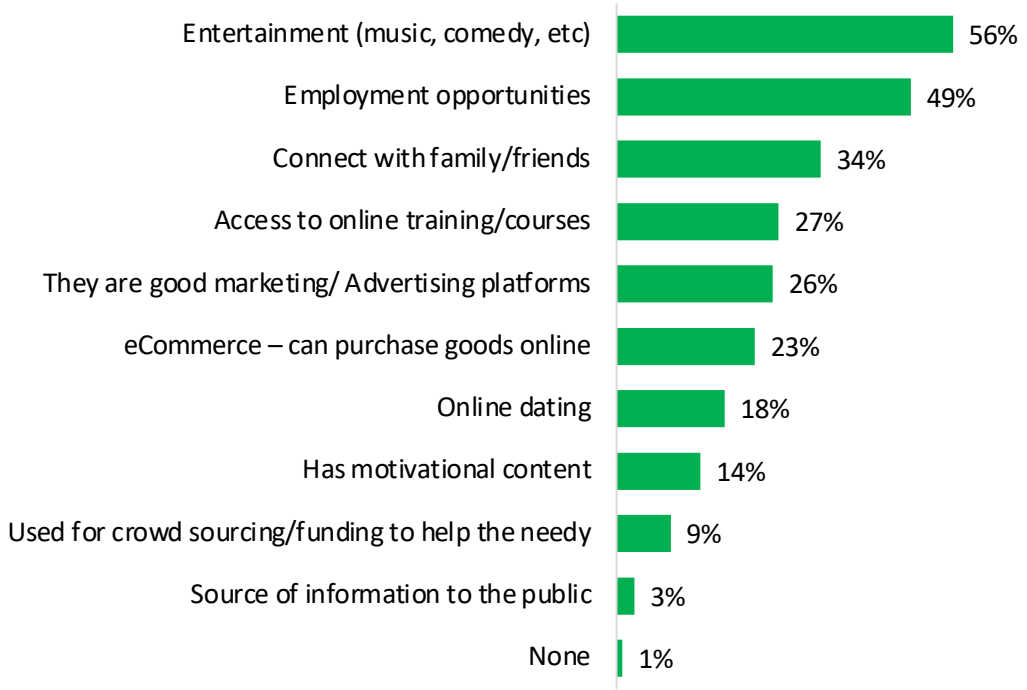
Social media impact on society



Base = 1992

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

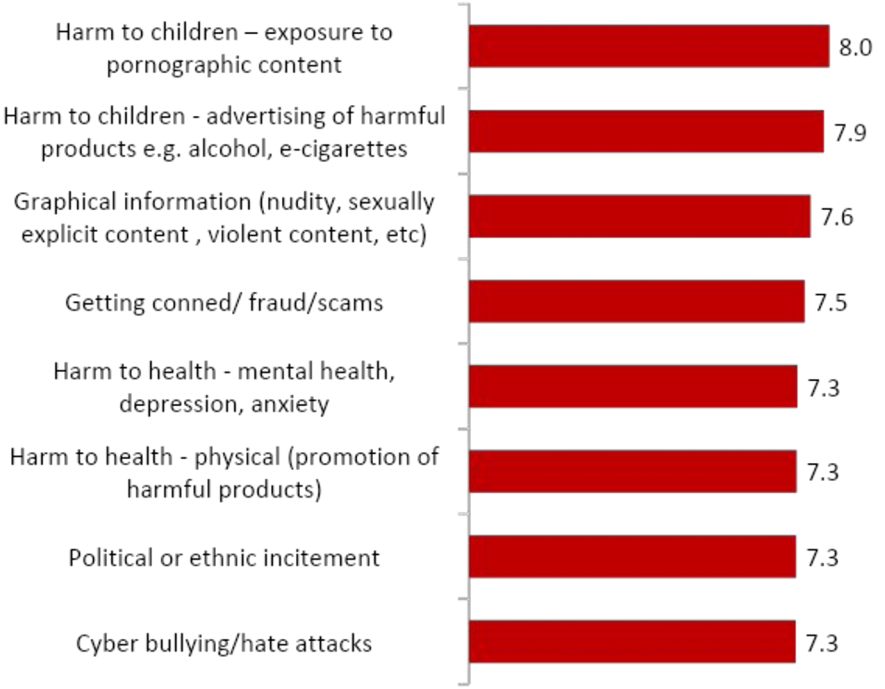
Social media benefits



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

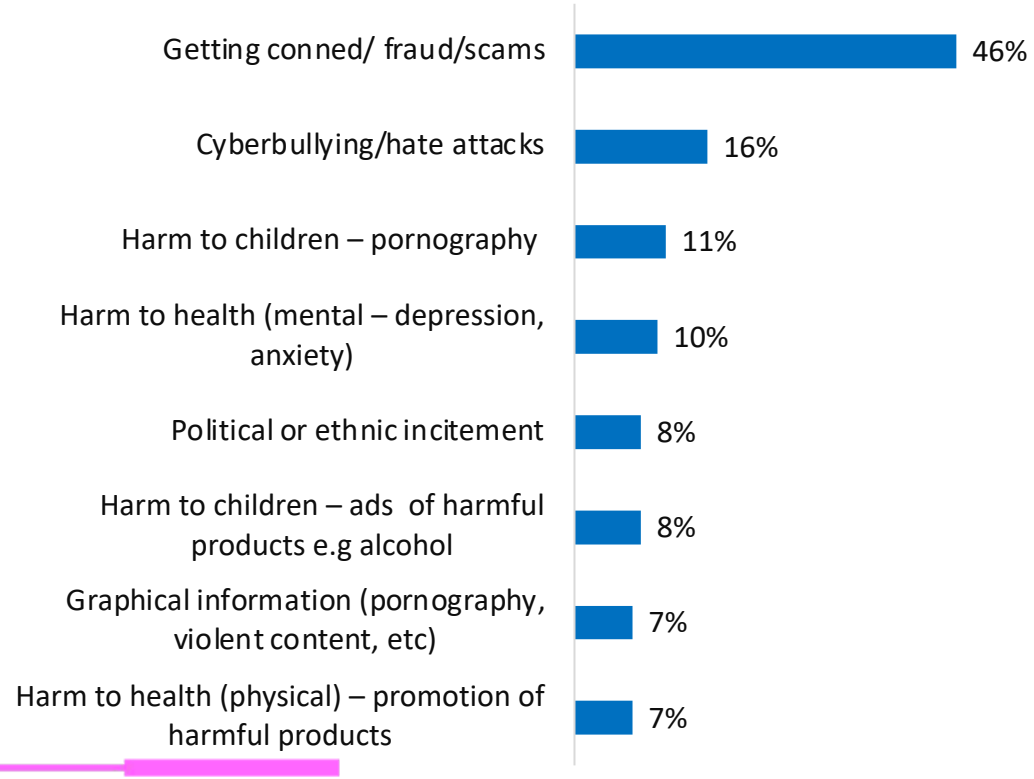


Base = 1992

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

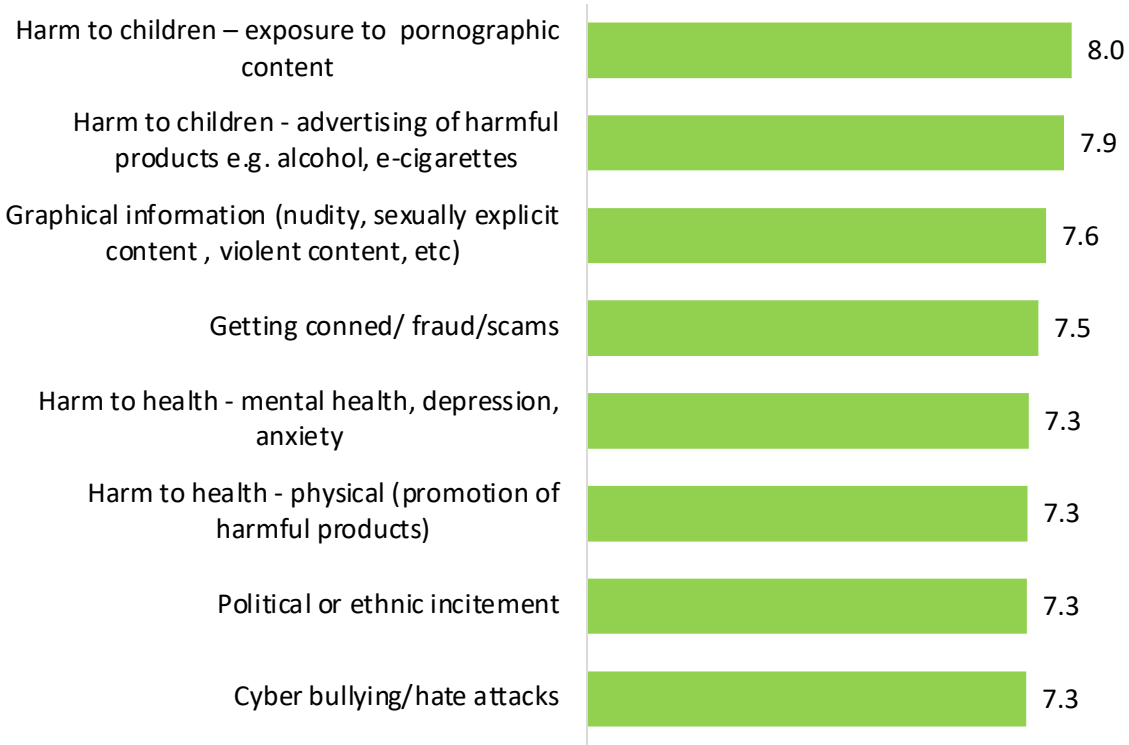
Nature of social media harms experienced



68%

exposed to social media harms

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



- 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

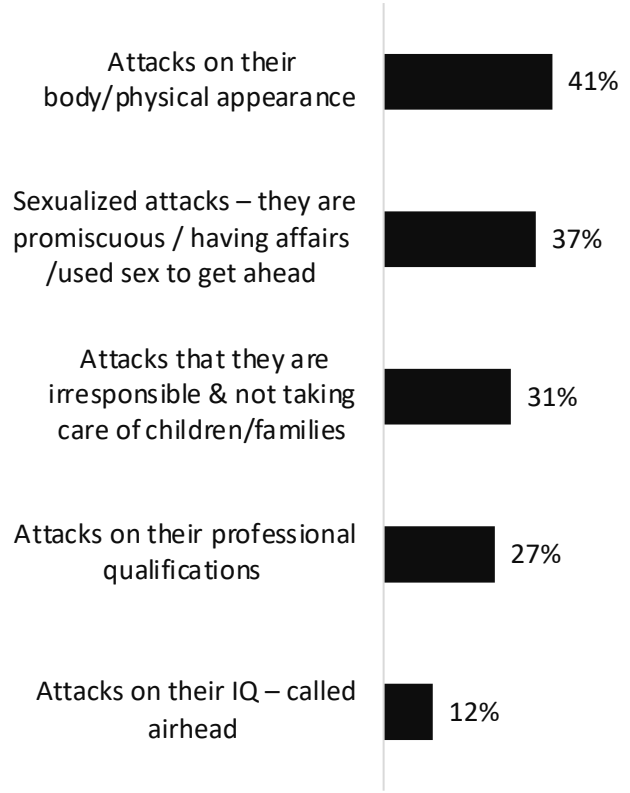
Reasons for indicating there has been an decrease

- ❑ **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

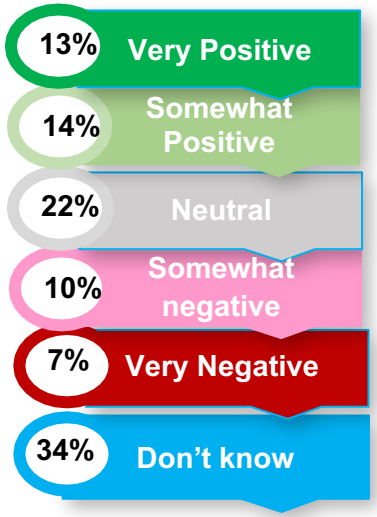
Forms of attack against women in political leadership on social media



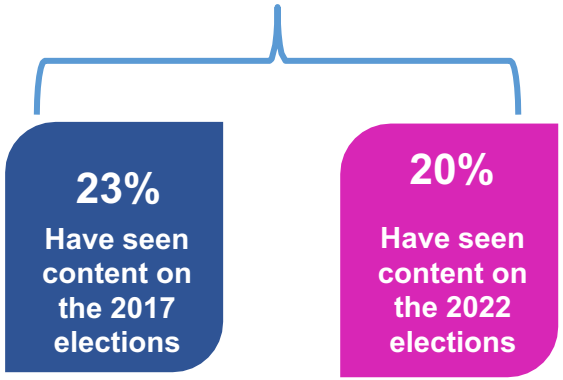
- ❑ 70% of Kenyans believes that social media creates an environment for spreading rumors or harmful content about women (27% believe this to a large extent)
- ❑ About one-third of respondents feel that the online attacks on women are on the increase.
- ❑ Attacks on body/appearance and sexualized attacks are most notable online compared to attacks on intelligence and qualifications.

Disinformation about Kenyan Elections

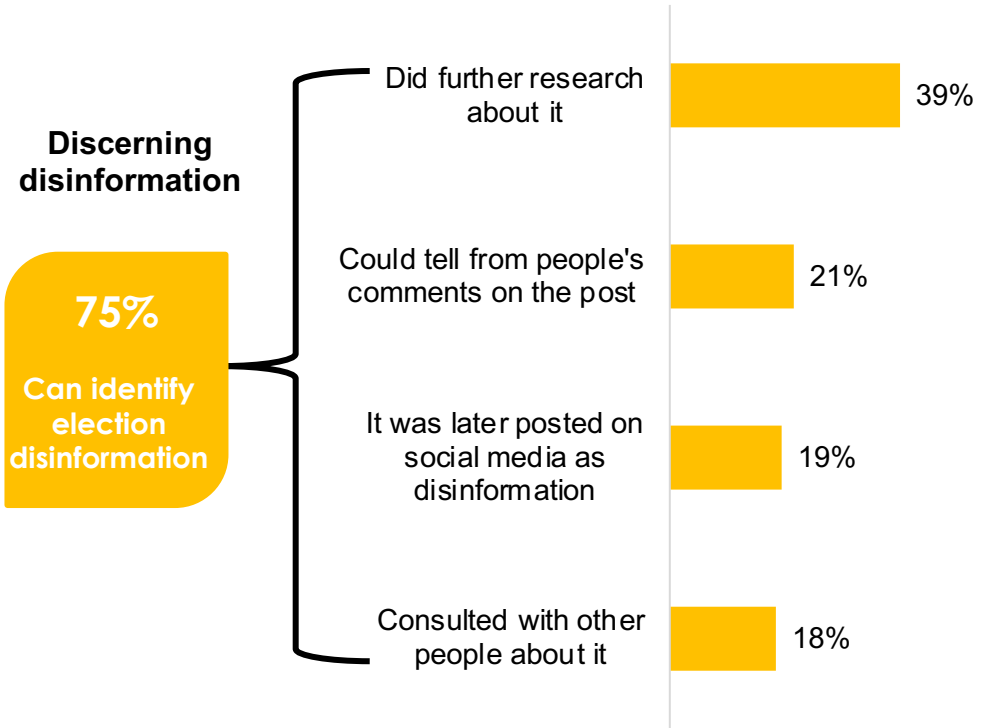
Effect of social media on Kenya's political climate



Seen disinformation about the elections



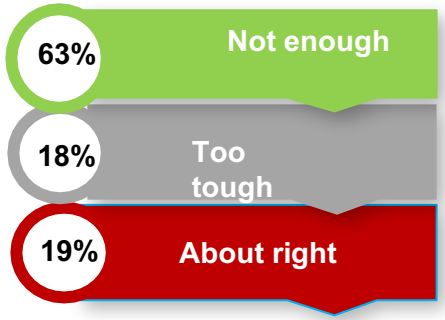
How disinformation is discerned



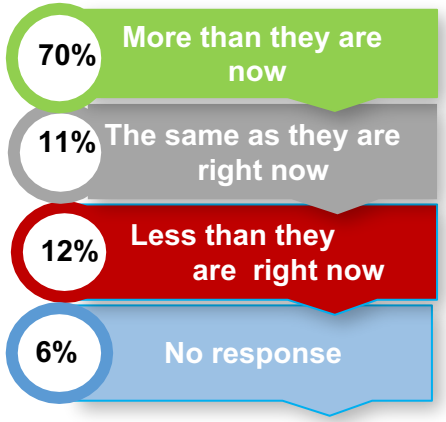
- Almost one-third of the respondents have a positive view of the effect of social media on Kenya's political climate whilst the same proportion are not knowledgeable. The exposure to disinformation on the elections, the incidence is low for both the 2017 and 2022 elections.
- Majority of respondents 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

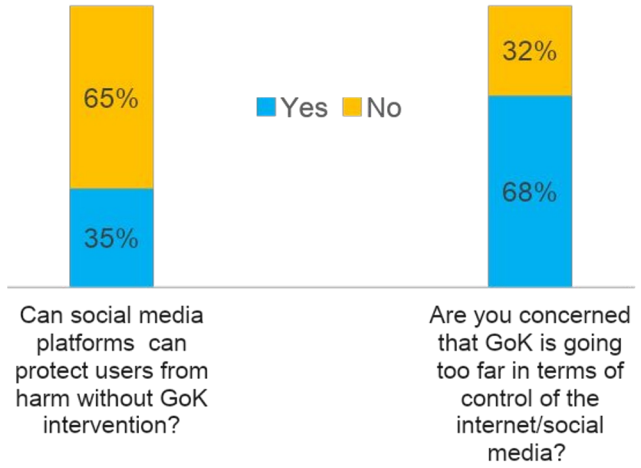
Sentiments toward actions taken by social media companies to remove harmful content



Support for regulation on social media

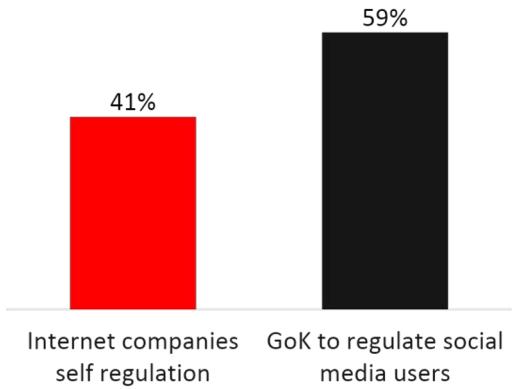


Social media platforms self regulation



Concerned about GoK control

Preferred approach for social media content regulation

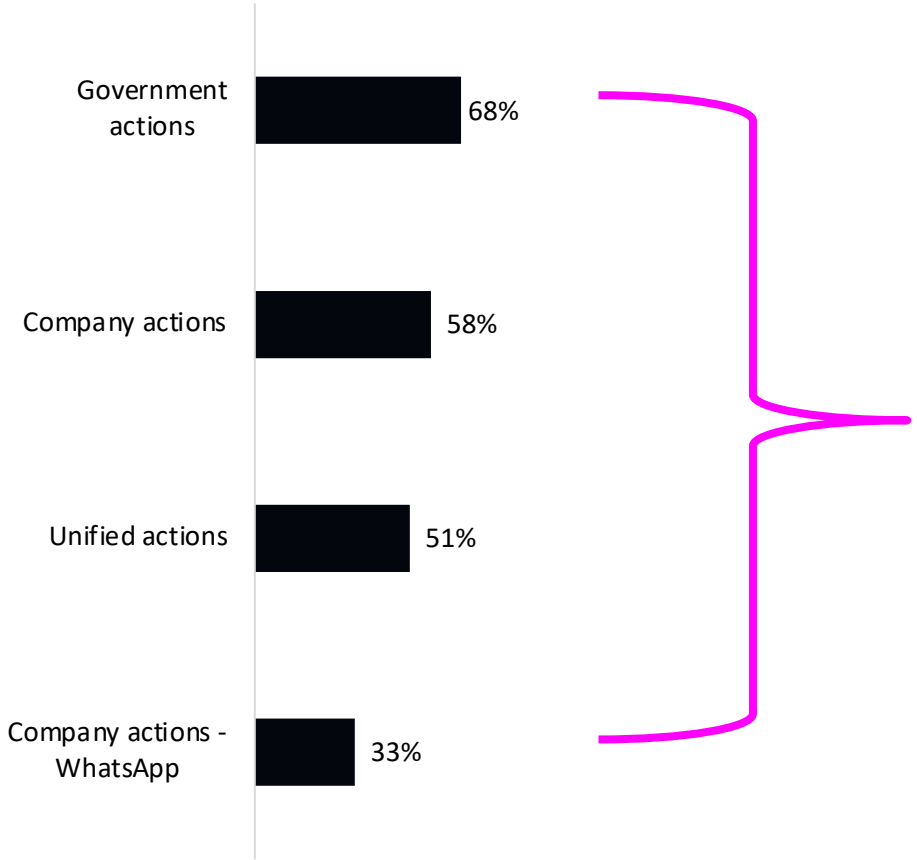


- A majority of internet users feel that the actions taken by social media companies to remove harmful content are not enough.
- A majority feel that social media companies should be regulated more that they are currently.
- Preference is for the Government of Kenya (GoK) to regulate social media content, but without overreach.

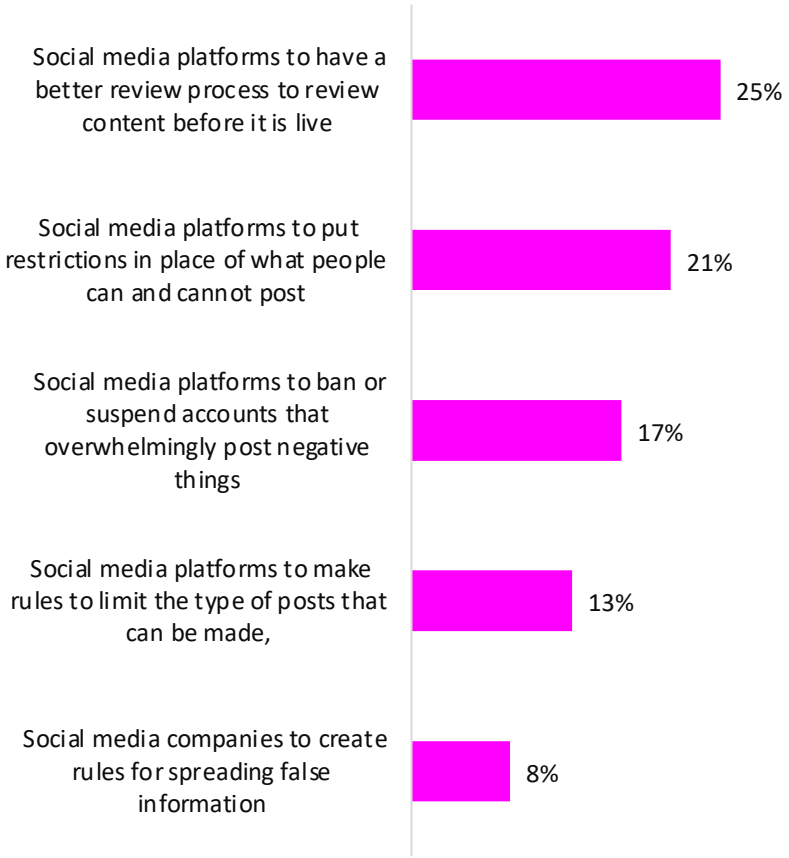
Support for Solutions

Related to the role of Social Media companies

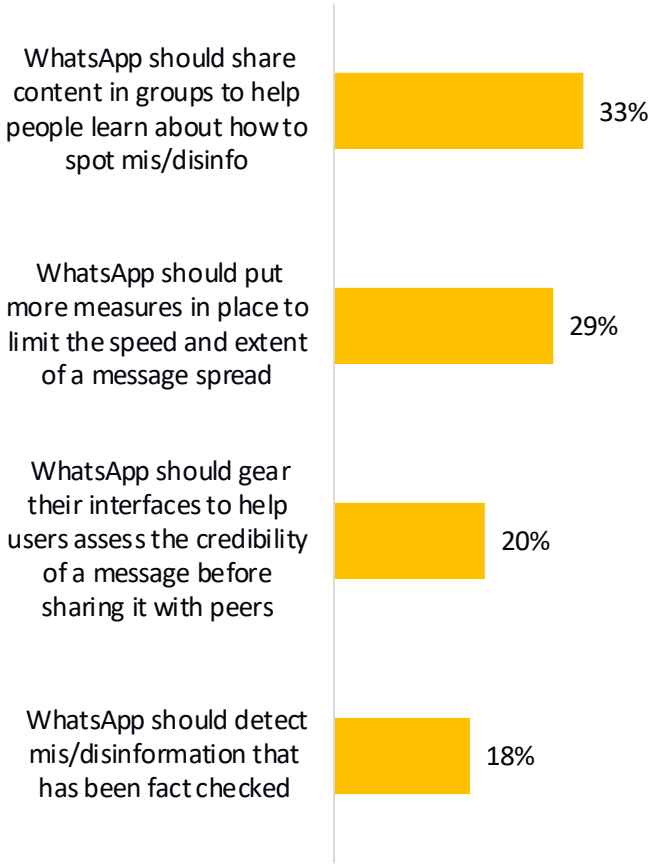
Preferred actions



Social Media Company Actions (prompted)



Company Actions – WhatsApp (prompted)

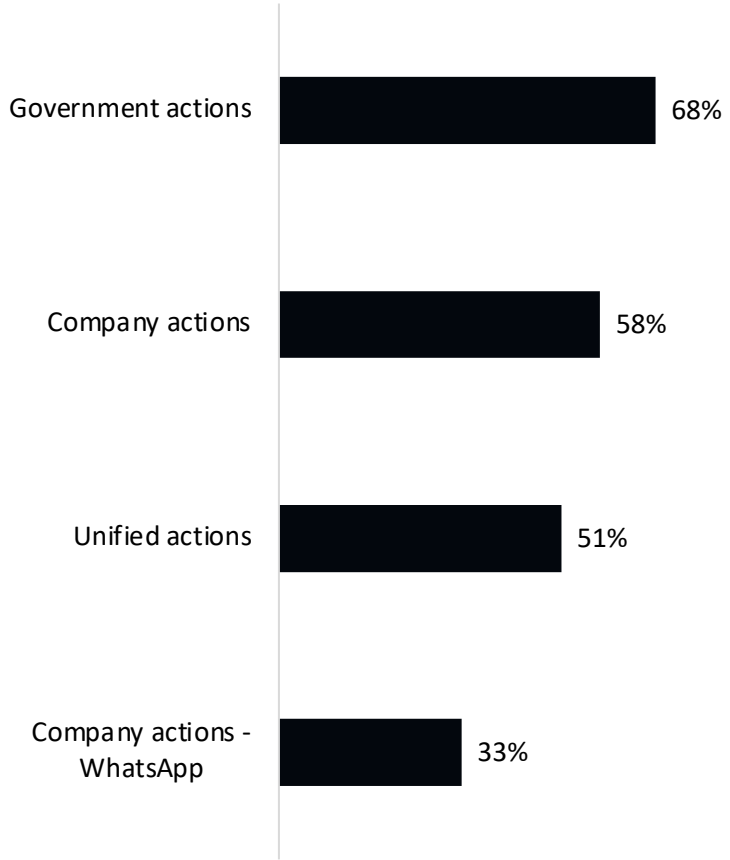


- The most preferred action to make the internet safer is for Social Media Companies to regulate content posted

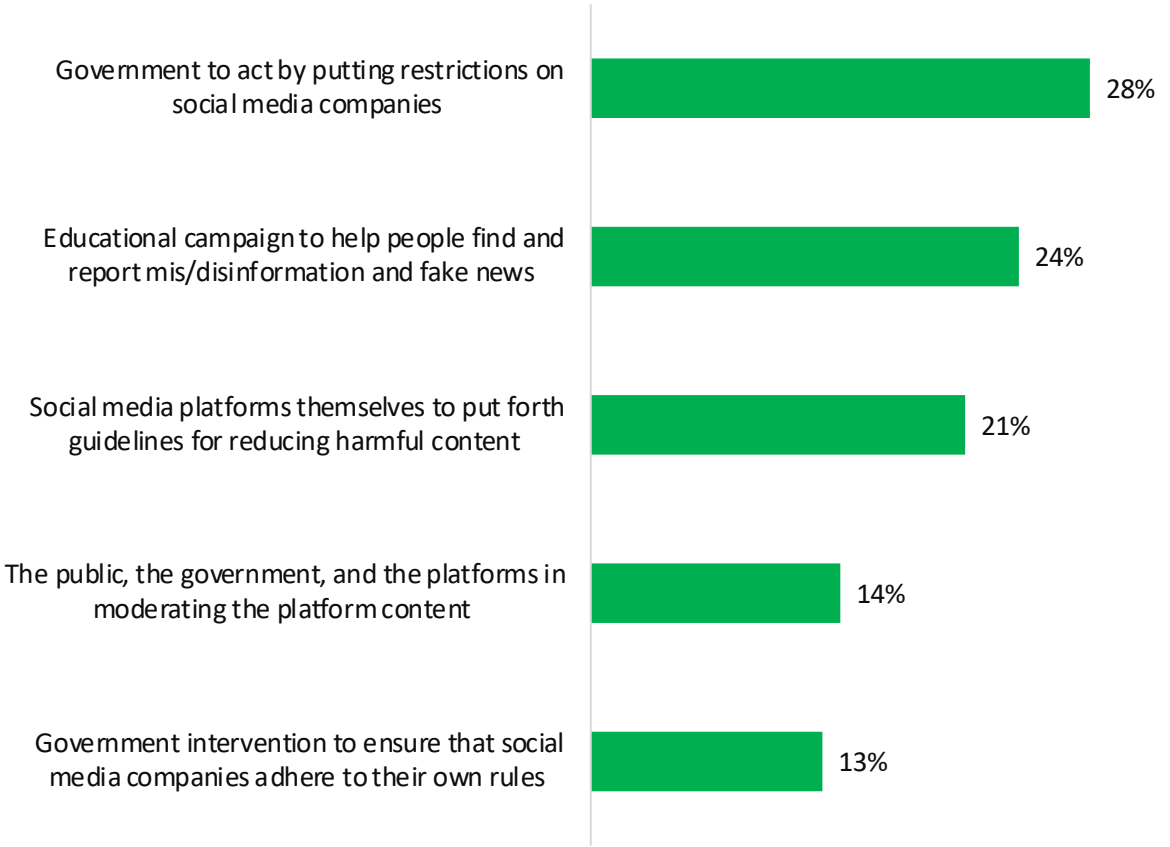
Support for Solutions

Related to the role of The Government

Preferred actions



Preferred government & unified actions (prompted)

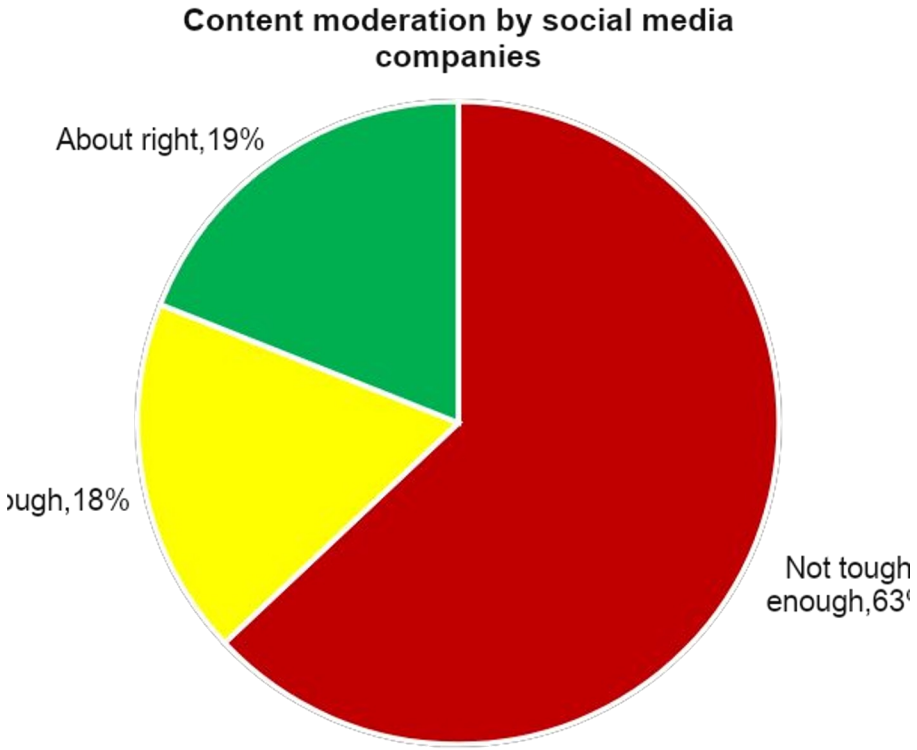


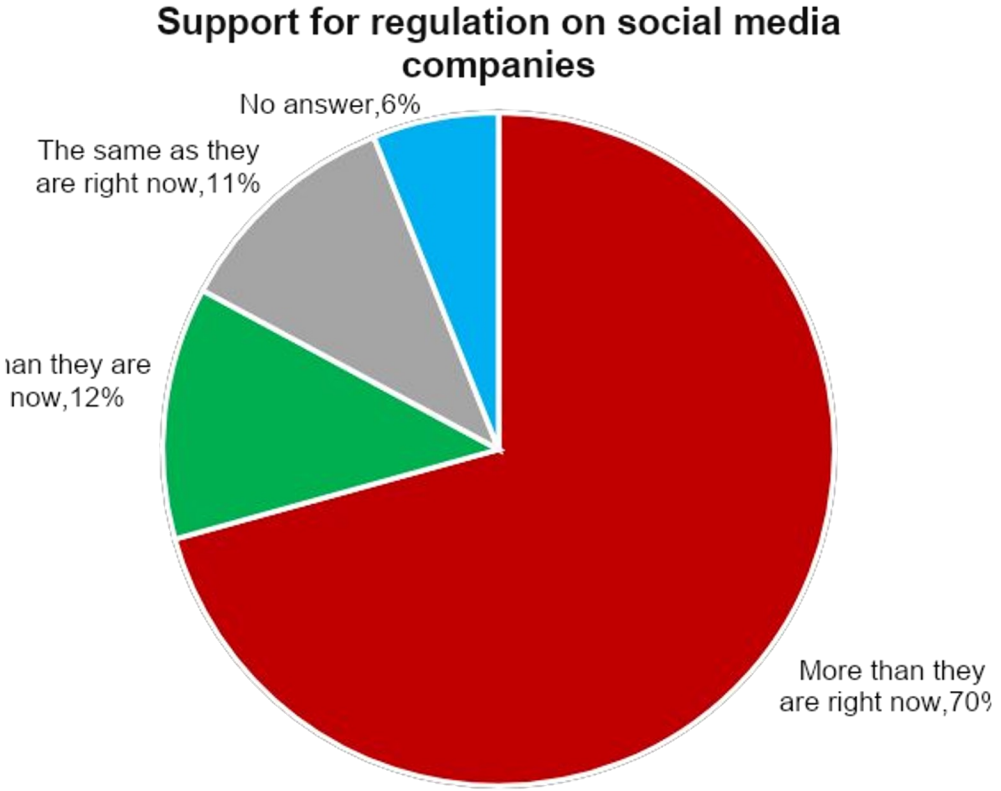
- The most preferred action to make the internet safer is for the Government of Kenya to regulate social media companies within reason.

Self Regulation vs Independent Oversight

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.





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

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

Low support for self regulation by social media companies

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

Low concern for Govt regulation of social media

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

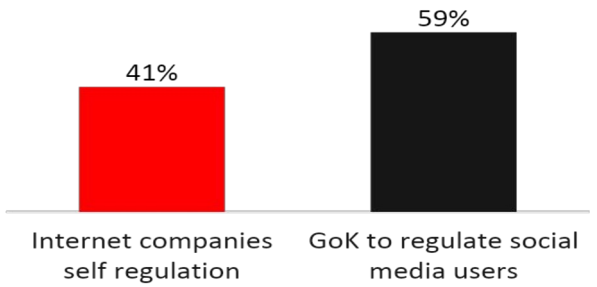
01

02

03

04

Preferred approach for social media content regulation



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

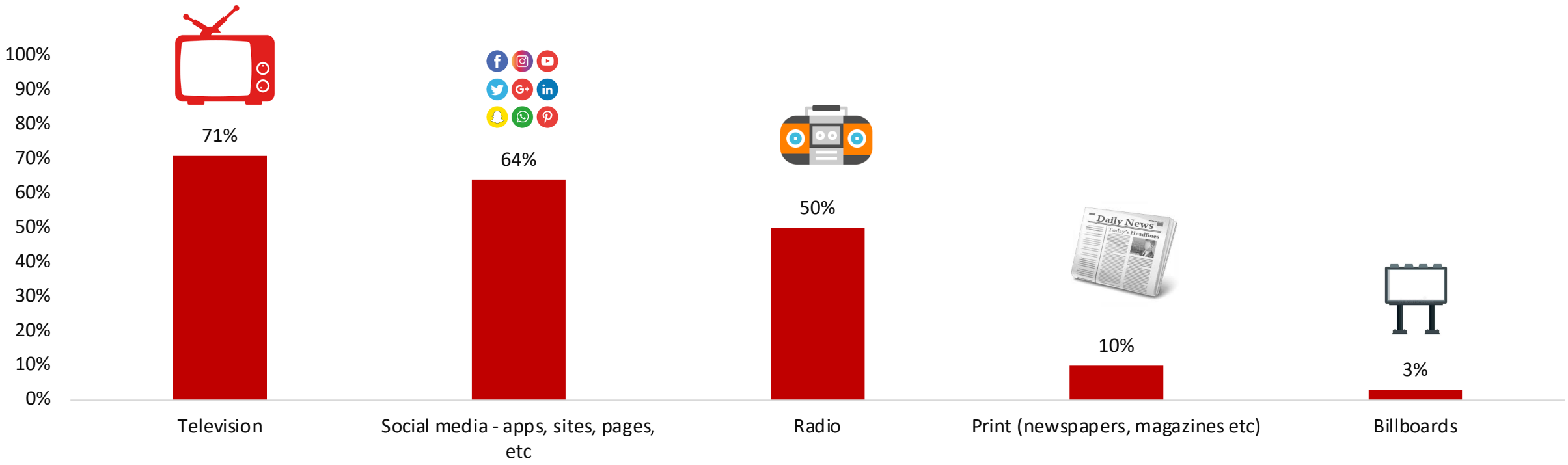
3.1 Media Consumption

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

General Sources of News

By total

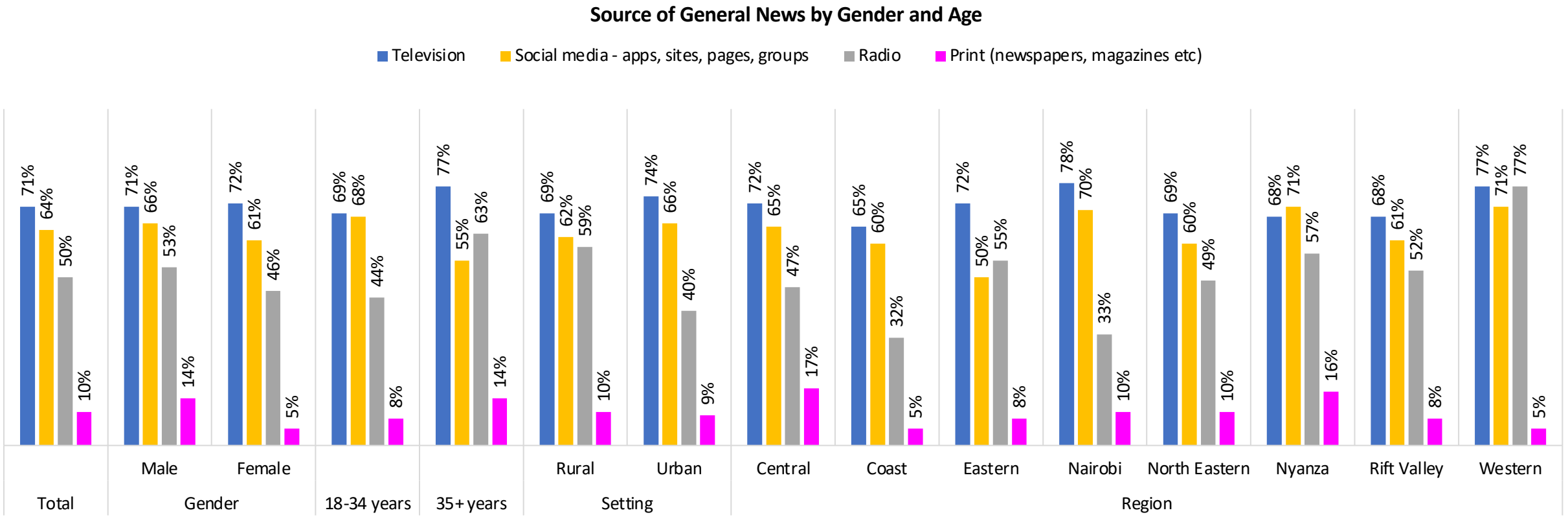
- Television was mentioned to be the main source of general news followed by social media. Radio is a distant third place.



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.

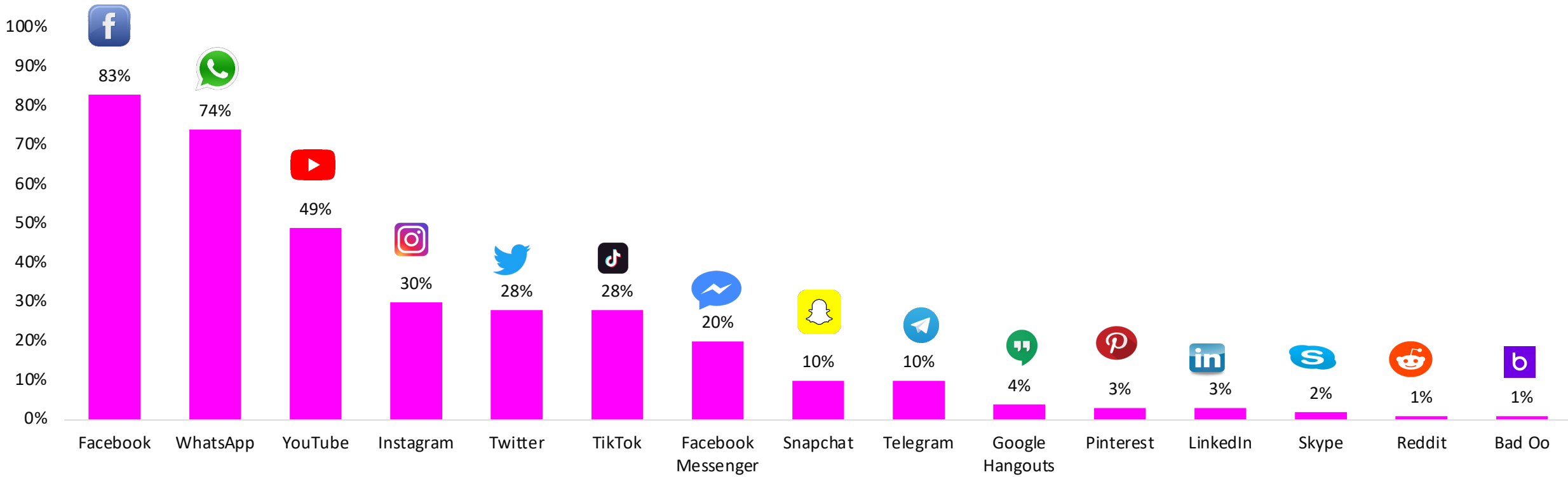


Q: Which of the following activities have you engaged in the last 7 days?

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

Social Media Platforms used in the Last Month
(By total)

- Facebook (83%), WhatsApp (74%) and YouTube (49%) were mentioned as the social media platforms used most in the last month.

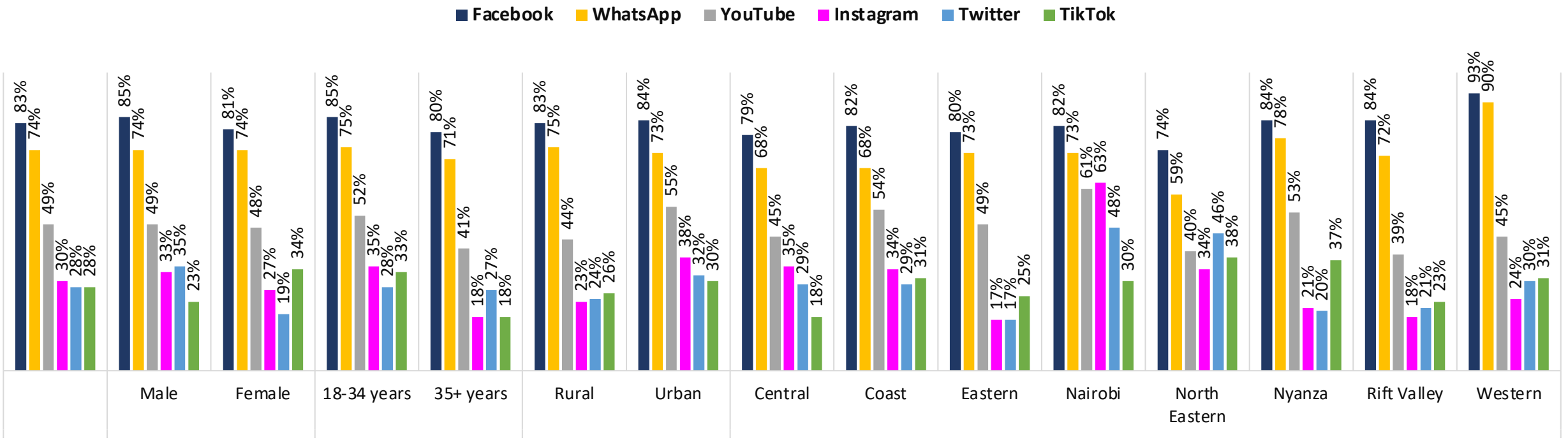


Q: Which of the following social media platforms have you used in the past one month?

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.



Q: Which of the following social media platforms have you used in the past one month?

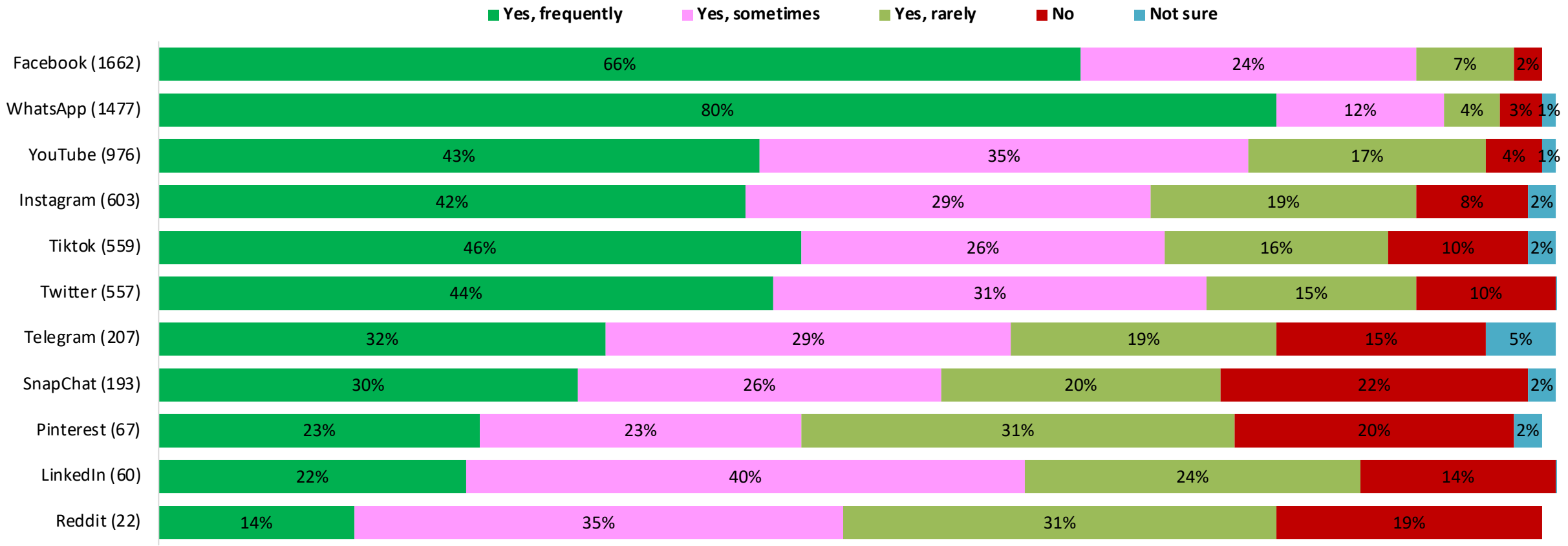
Base = All respondents

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

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.



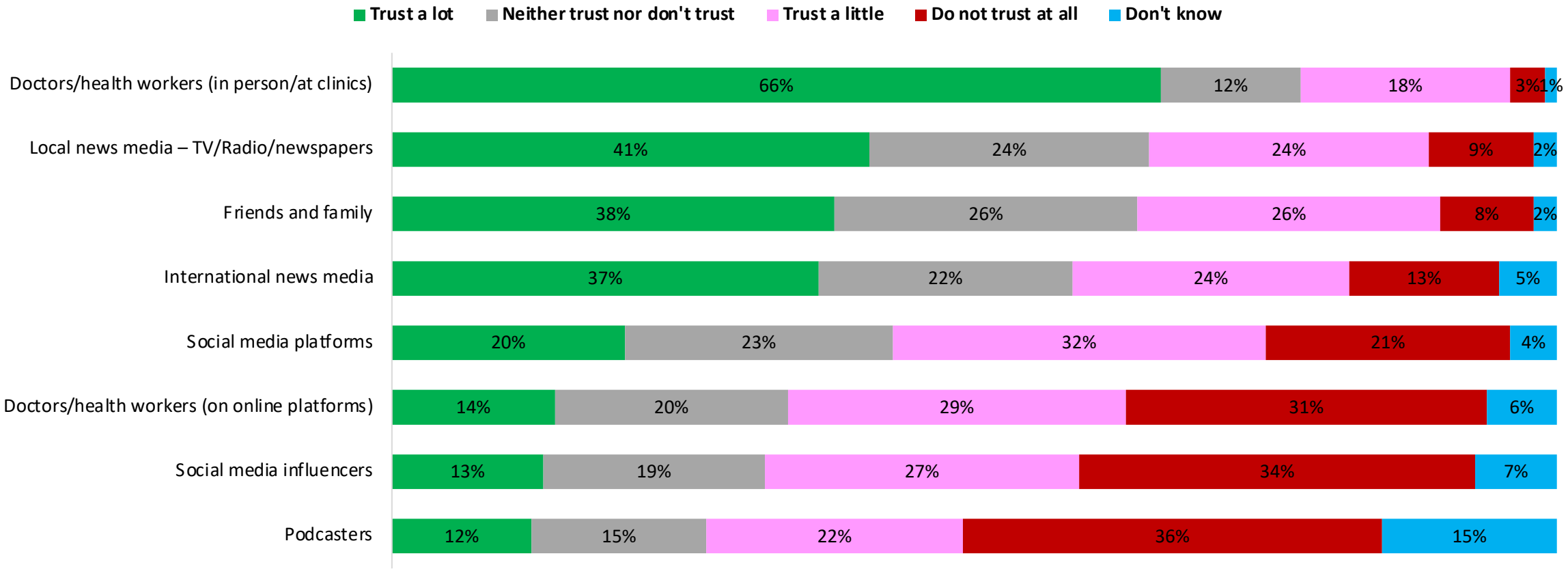
Q: How often do you use each of the following social media site to get your news?

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%).



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

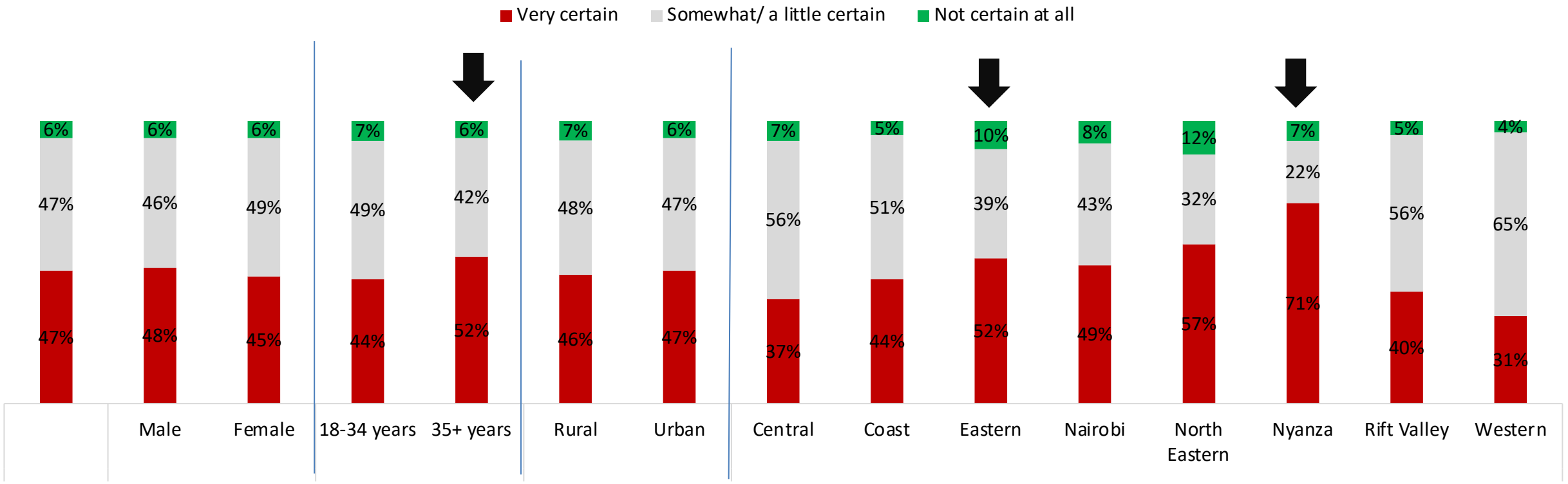
- Fake news/ disinformation on social media
- Confidence in the ability to discern disinformation on social media
- Common forms of mis/ disinformation seen including gendered disinformation, SRH disinformation and election related disinformation
- Social media sites used to spread disinformation

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)



Base = All Respondents

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

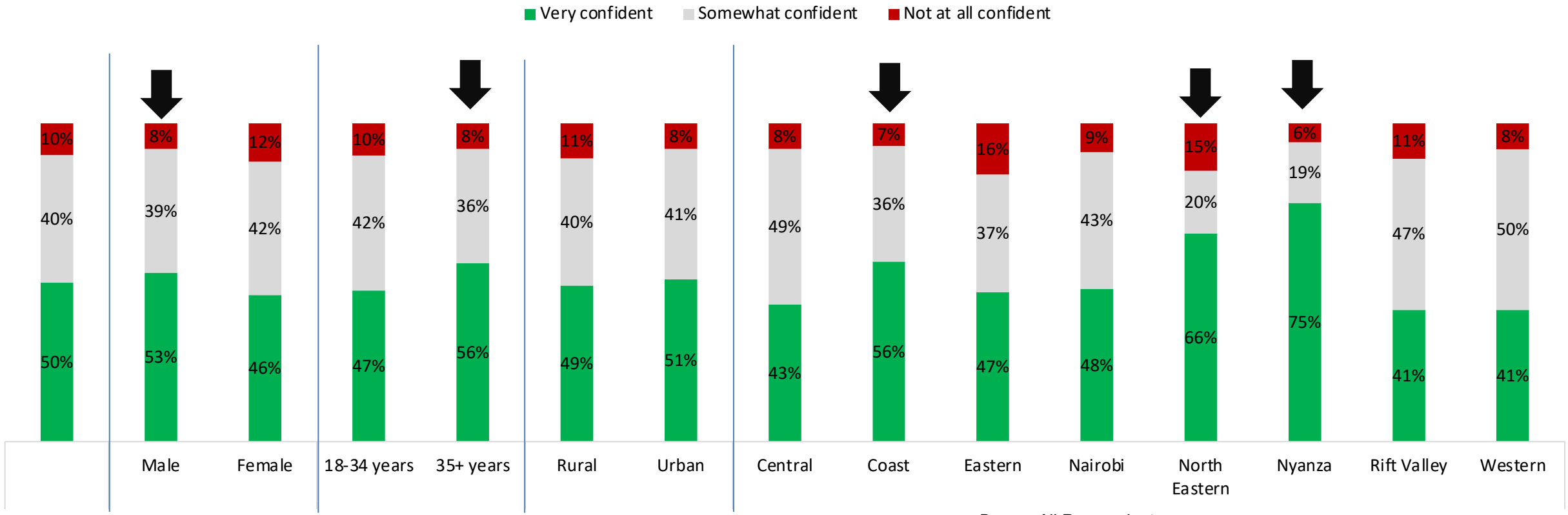
**Base of North Eastern is very low and subject to high margins of error*

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)



Base = All Respondents

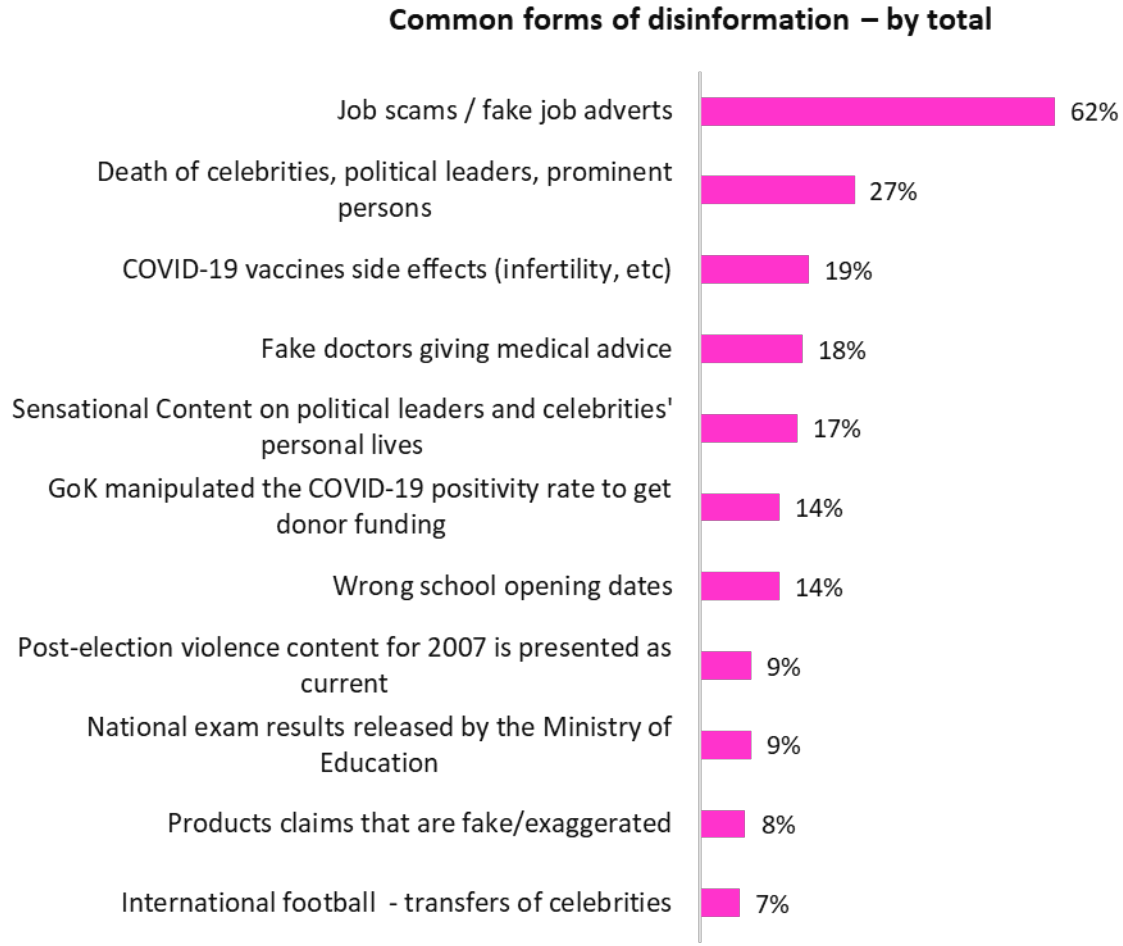
Q: How confident are you that you can be able to spot fake news/ disinformation on social media? Would you say that you are…

**Base 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.



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?

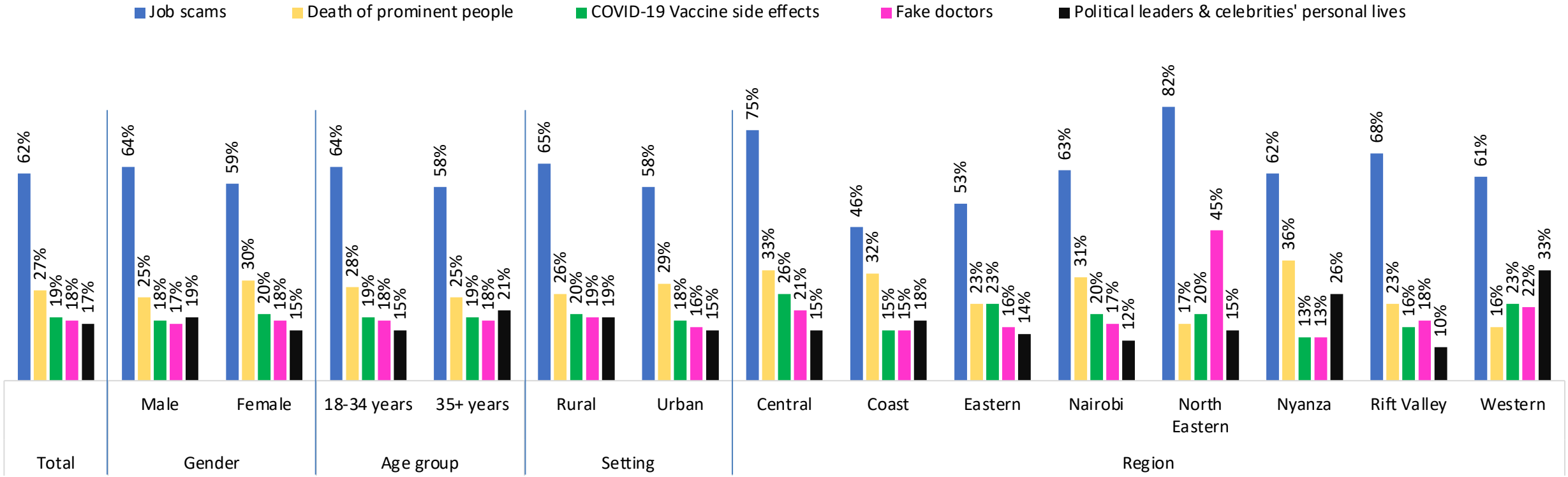
Base = All Respondents

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)

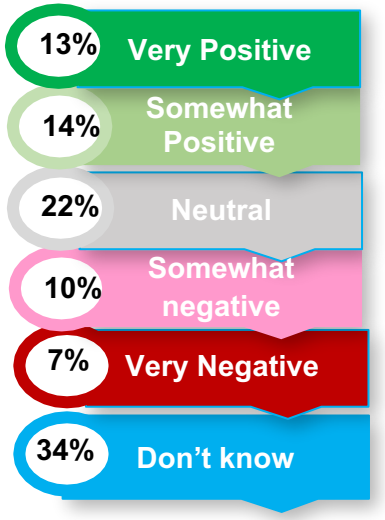


Base = All Respondents

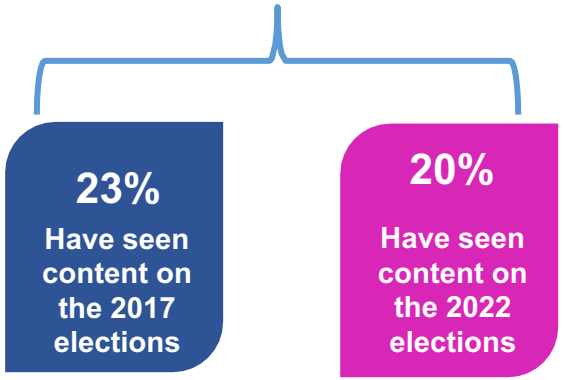
Q: What are the common forms of mis/ disinformation or fake news in Kenya, you have come across on social media? **Base of North Eastern is very low and subject to high margins of error*

Disinformation and the Kenyan General Elections 2022

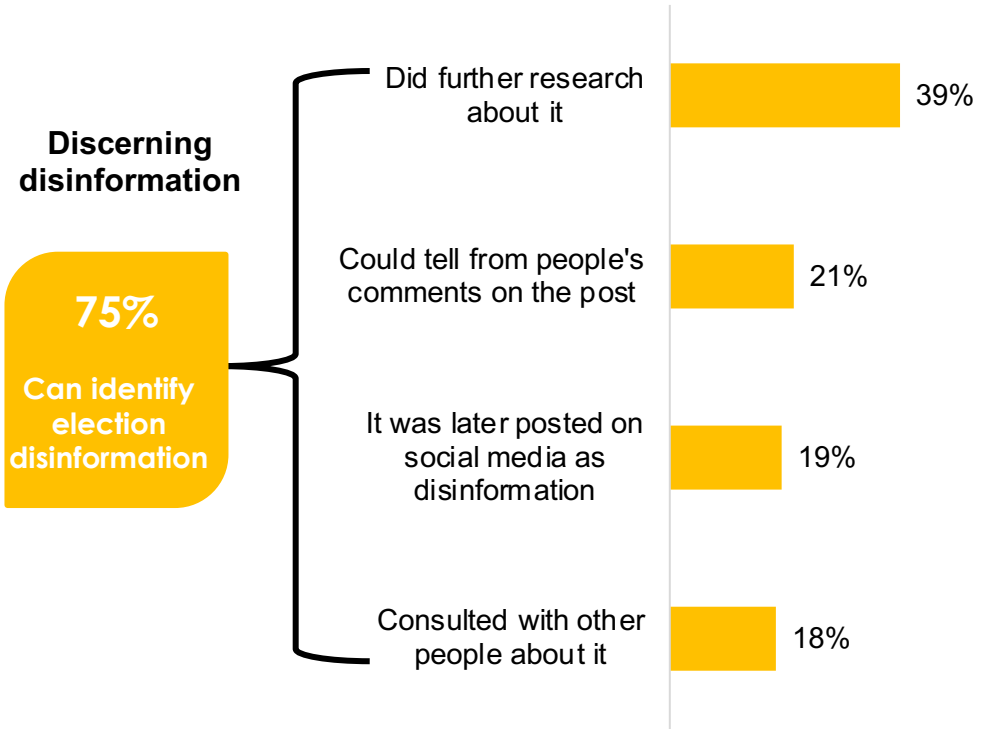
Effect of social media on Kenya's political climate



Seen disinformation about the elections



How disinformation is discerned



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

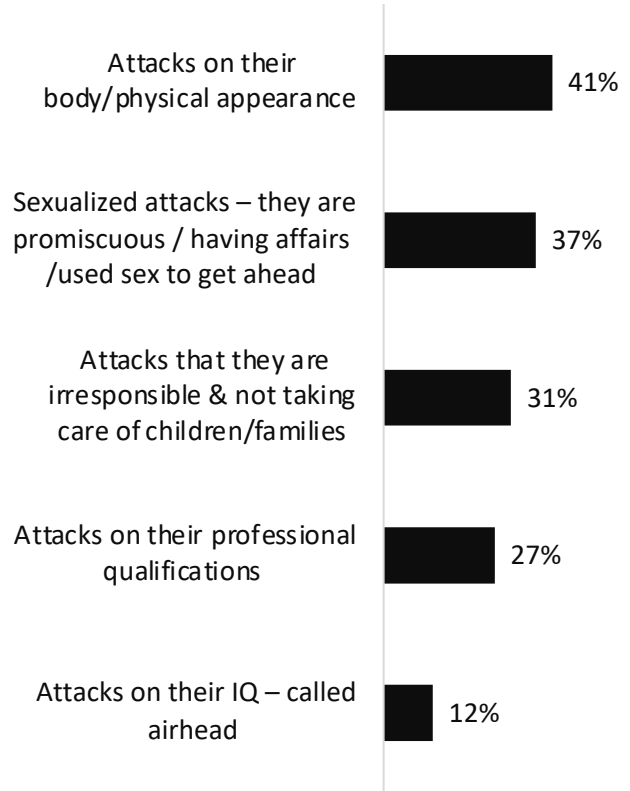
Reasons for indicating there has been an decrease

- ❑ **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



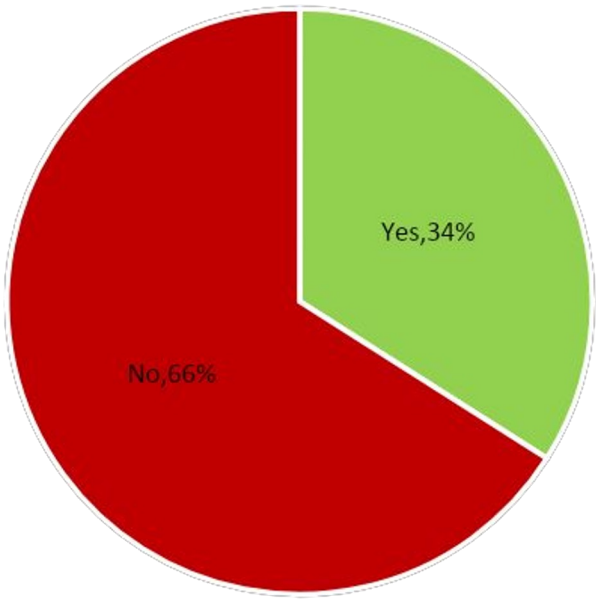
- ❑ 70% of Kenyans believes that social media creates an environment for spreading rumors or harmful content about women (27% believe this to a large extent)
- ❑ About one-third of respondents feel that the online attacks on women are on the increase.
- ❑ Attacks on body/appearance and sexualized attacks are most notable online compared to attacks on intelligence and qualifications.

Disinformation on Sexual Reproductive Health

by total

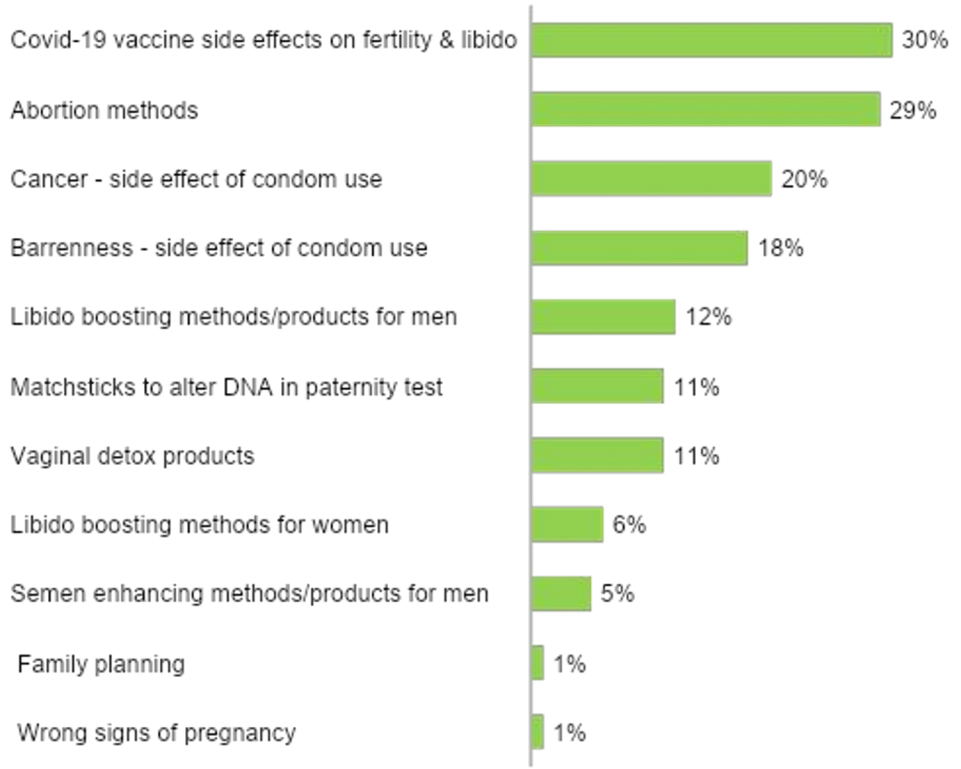
- At least one third of respondents have come across SRH disinformation on social media. There were no differences in the exposure of disinformation across men and women. Covid-19 impact on fertility and libido tops the list of what respondents have been exposed to. This is followed closely by disinformation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

% who have come across fake SRH information on social media



Base = 1992

SRH disinformation personally viewed on social media sites



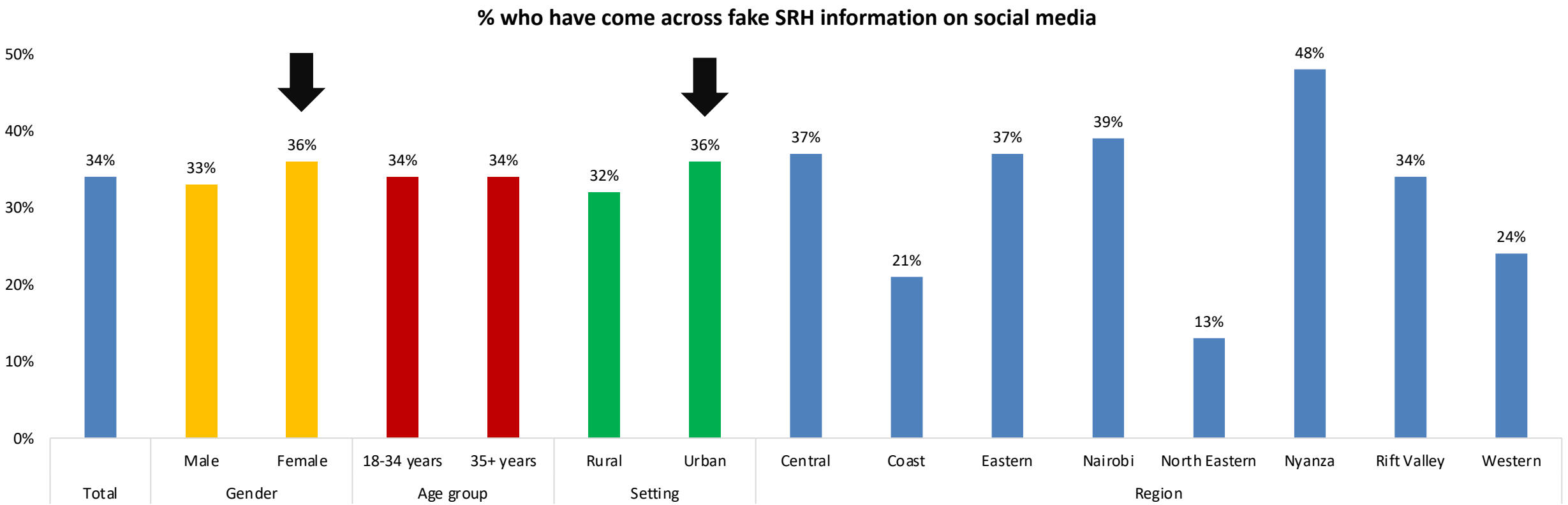
Q: Have you ever come across fake information/mis/disinformation on sexual reproductive health on social media or other online sites?

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.



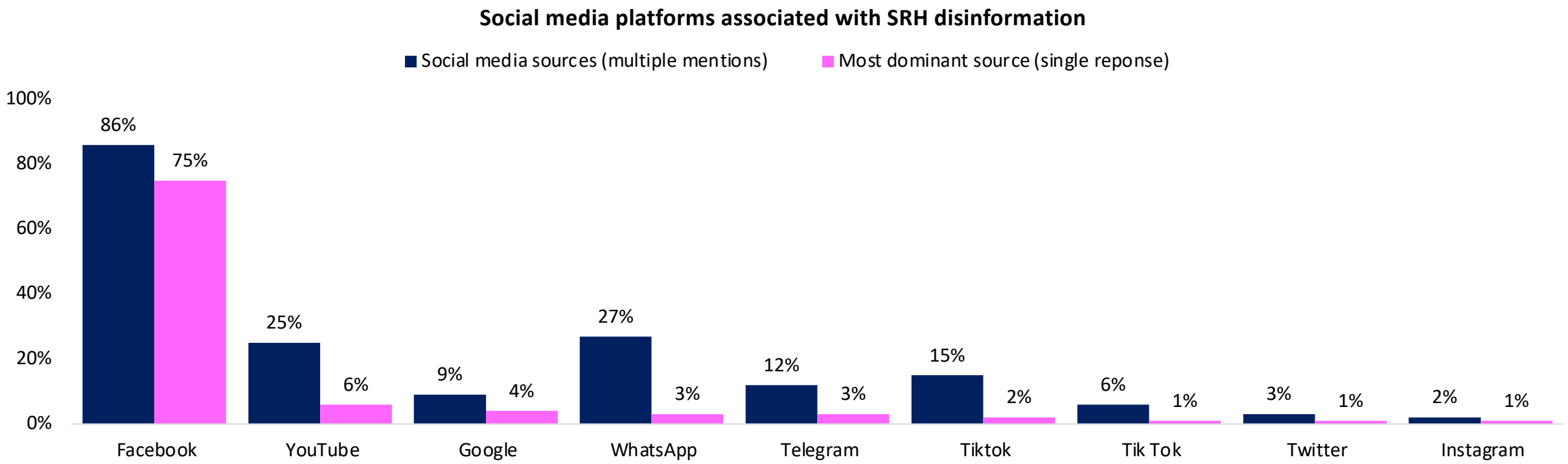
Q: Have you ever come across fake information/mis/disinformation on sexual reproductive health on social media or other online sites?

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.



Base = 681 (Those who have viewed SRH information on social media

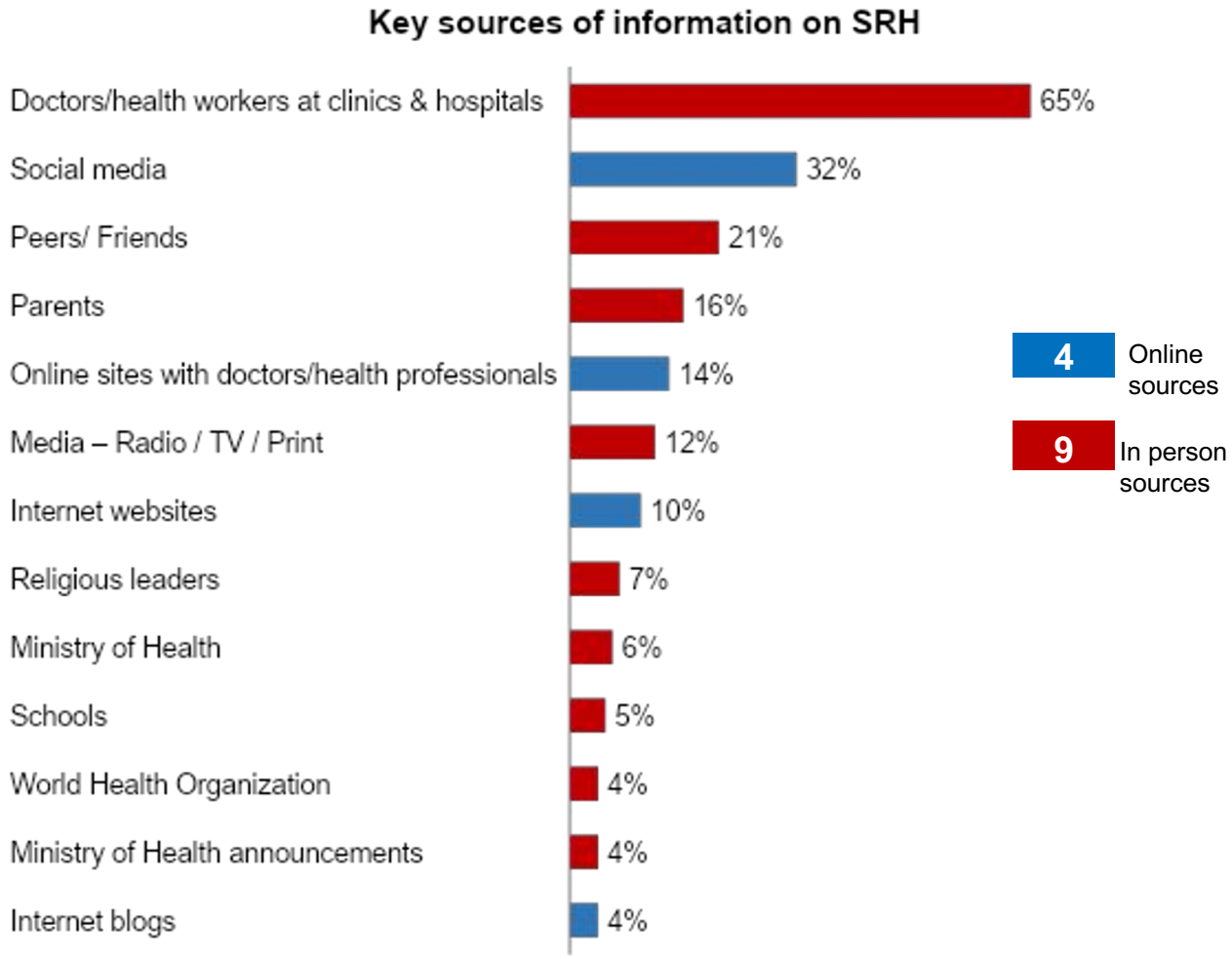
Q: Which social media platforms are commonly used to spread disinformation on sexual reproductive health?

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.



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

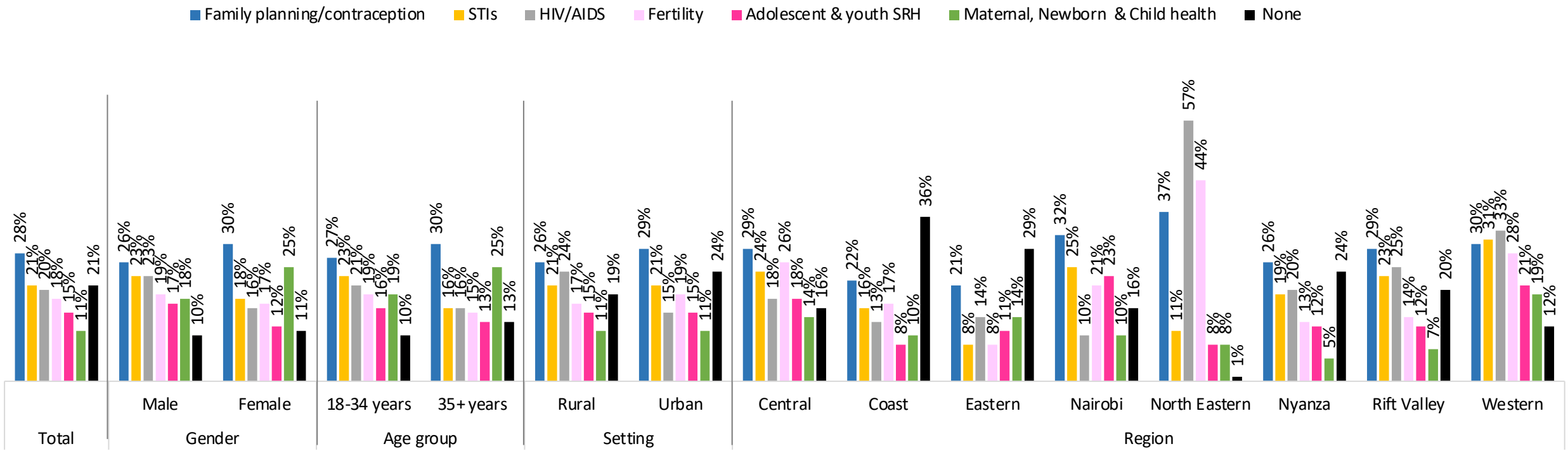
Base = 1992

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



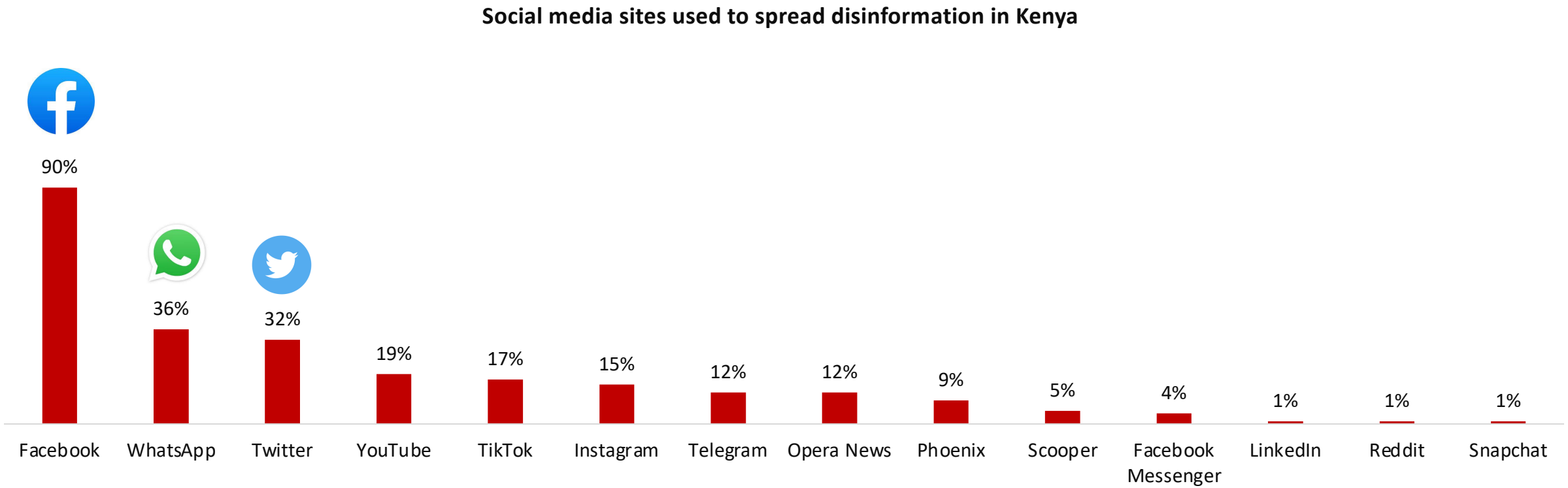
Q: What type of sexual reproductive health information have you sought from social media in the past 12 months?

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.



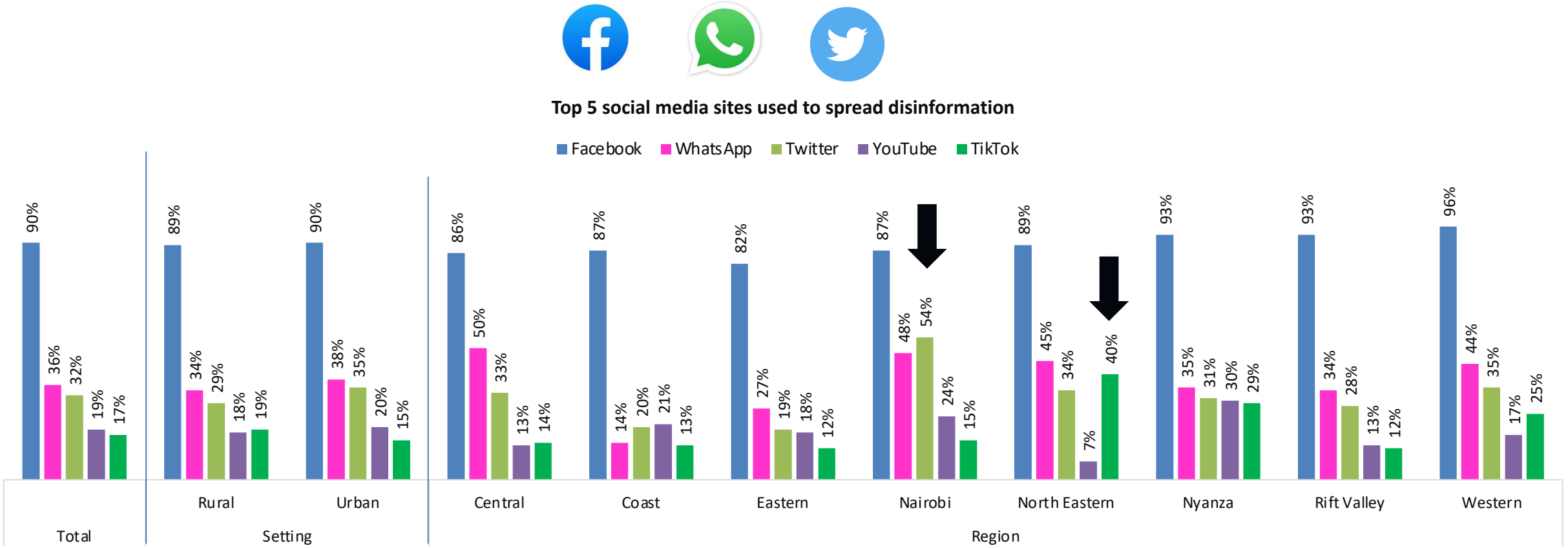
Q: Which social media sites or platforms are used by users in Kenya to spread disinformation?

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.



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

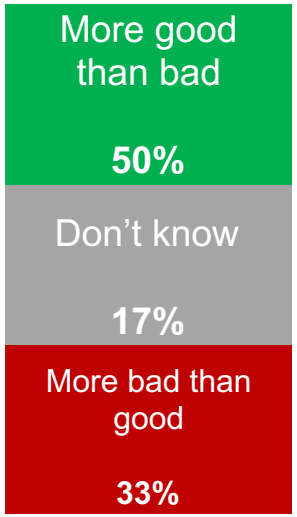
- ❑ Concern on Social Media Harms
- ❑ Nature of social media harms experienced
- ❑ Vulnerability to social media harm
- ❑ Responsibility for social media harm reduction
- ❑ Actions taken by social media companies
- ❑ Support for regulation on social media companies
- ❑ Regulatory approach for social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

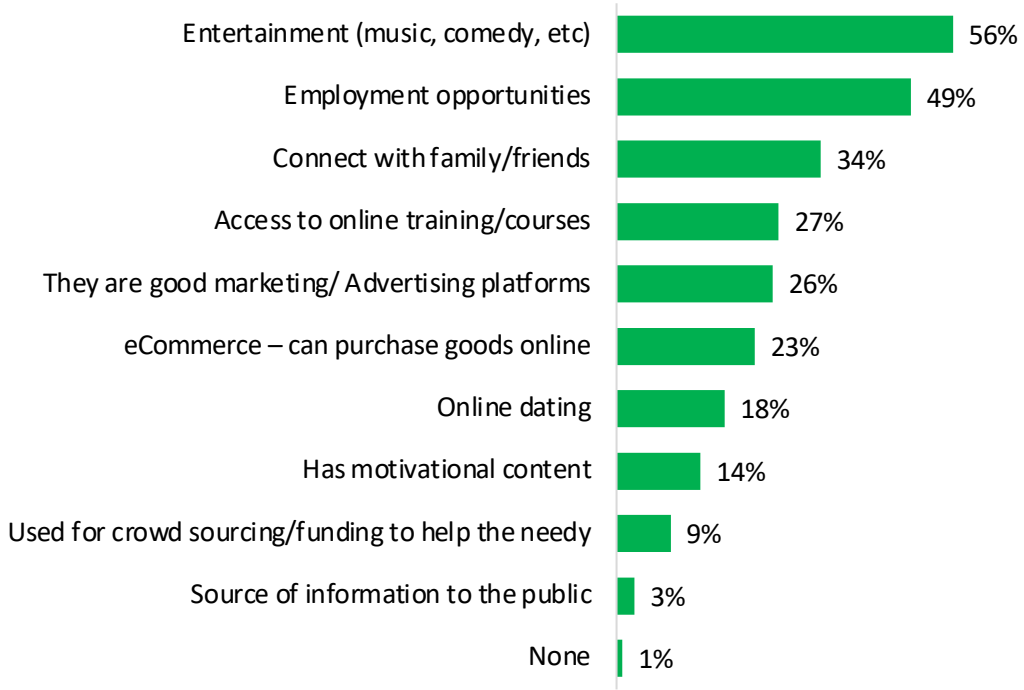
Social media impact on society



Base = 1992

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

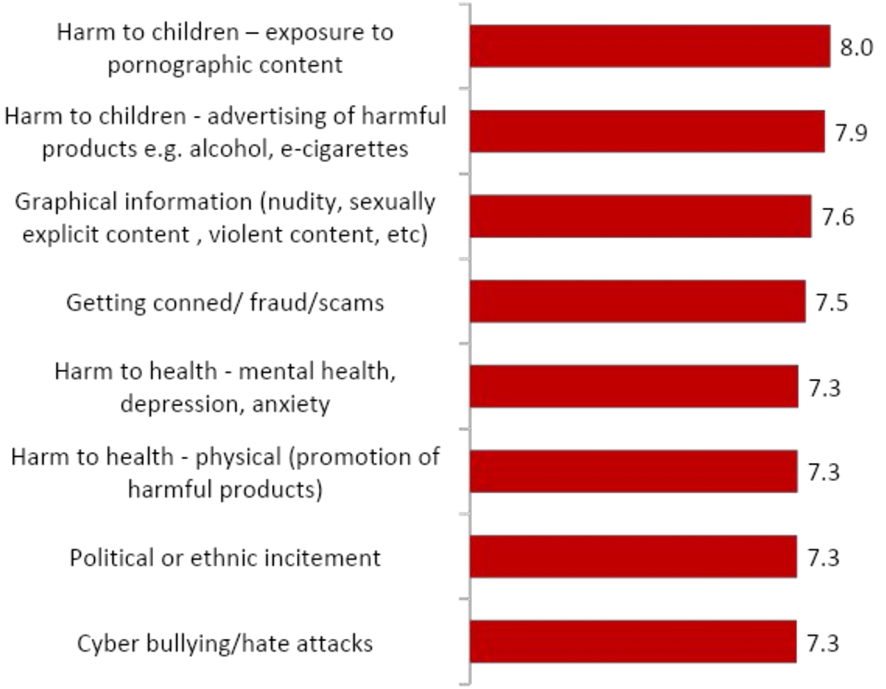
Social media benefits



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



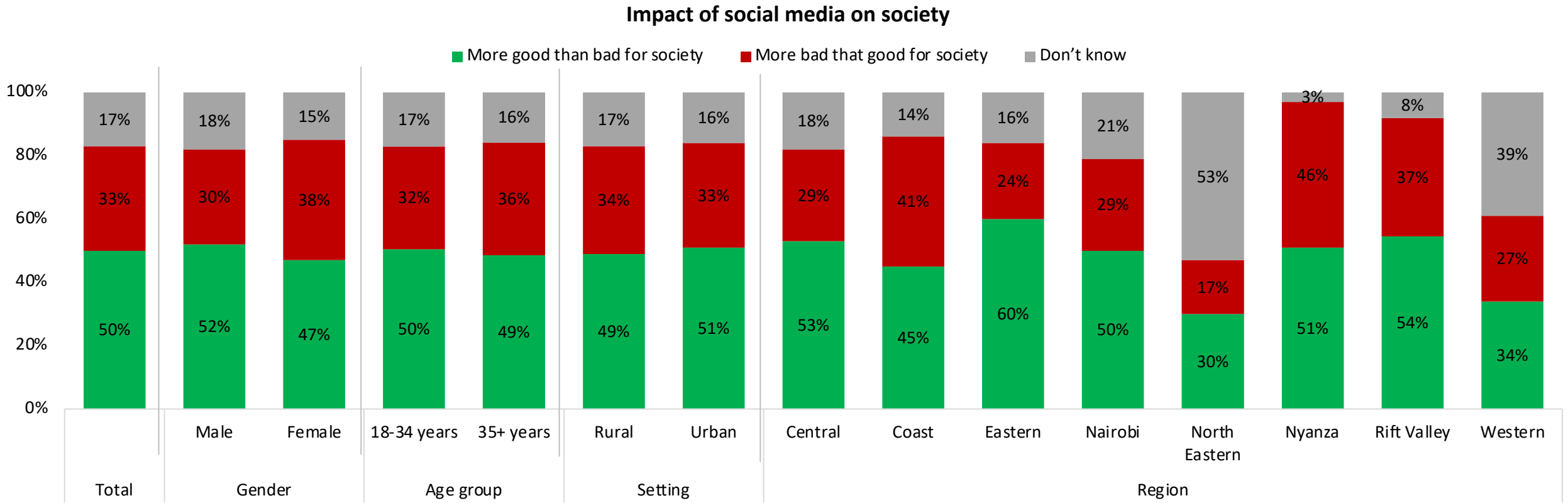
Base = 1992

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%).



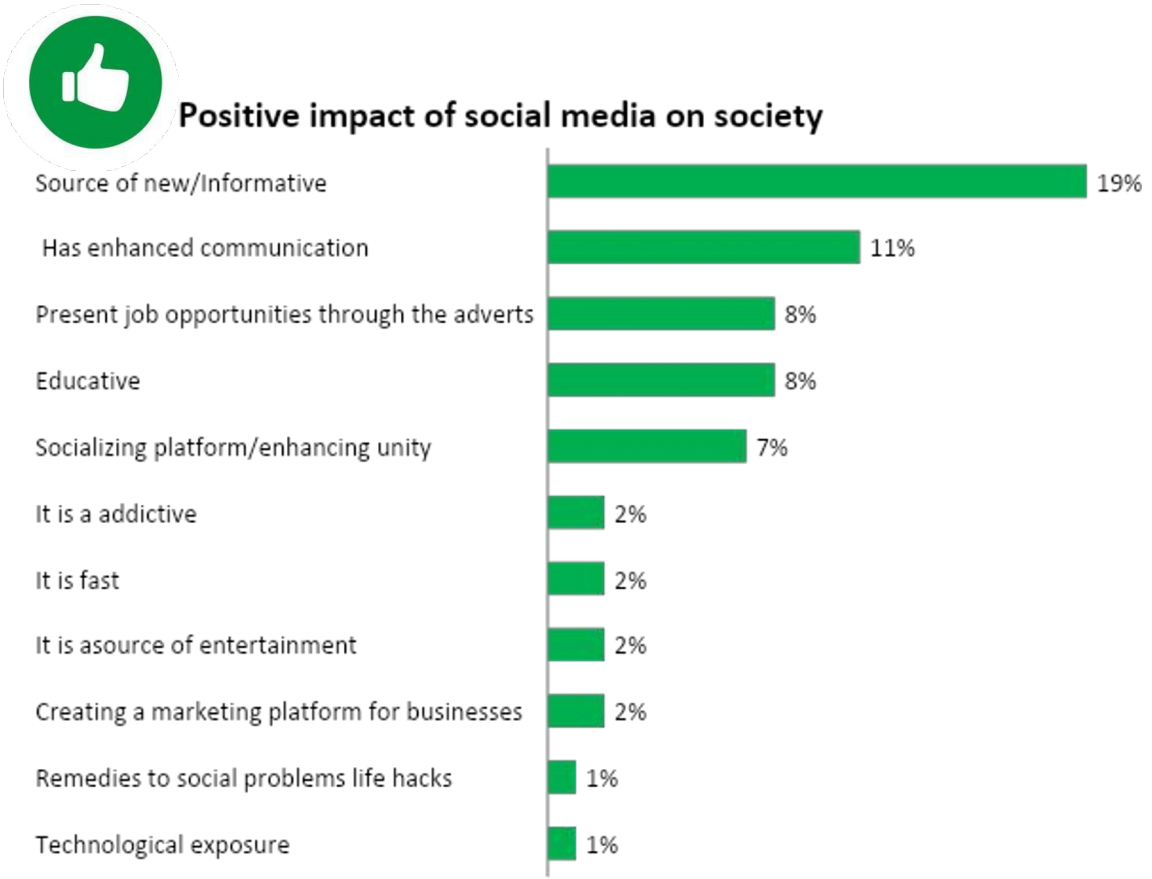
Q: What has been the impact of social media on society, would you say that it has had?

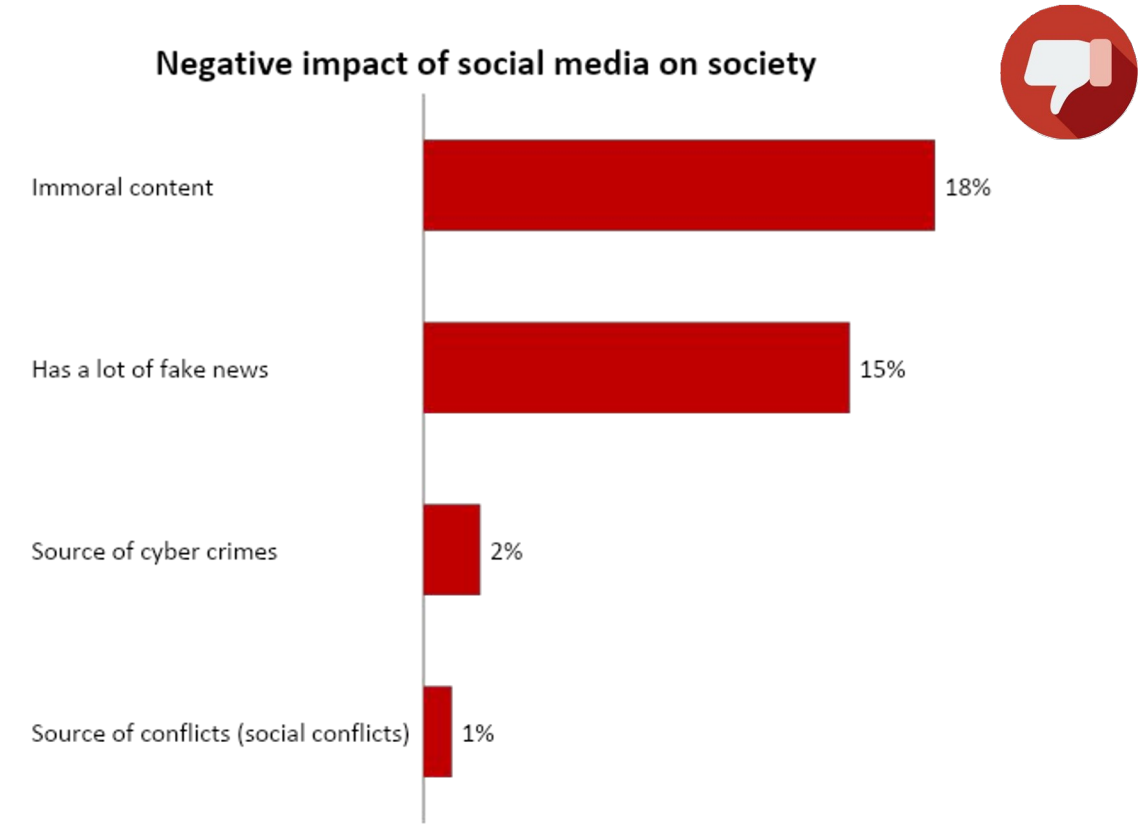
Base = All Respondents

**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.



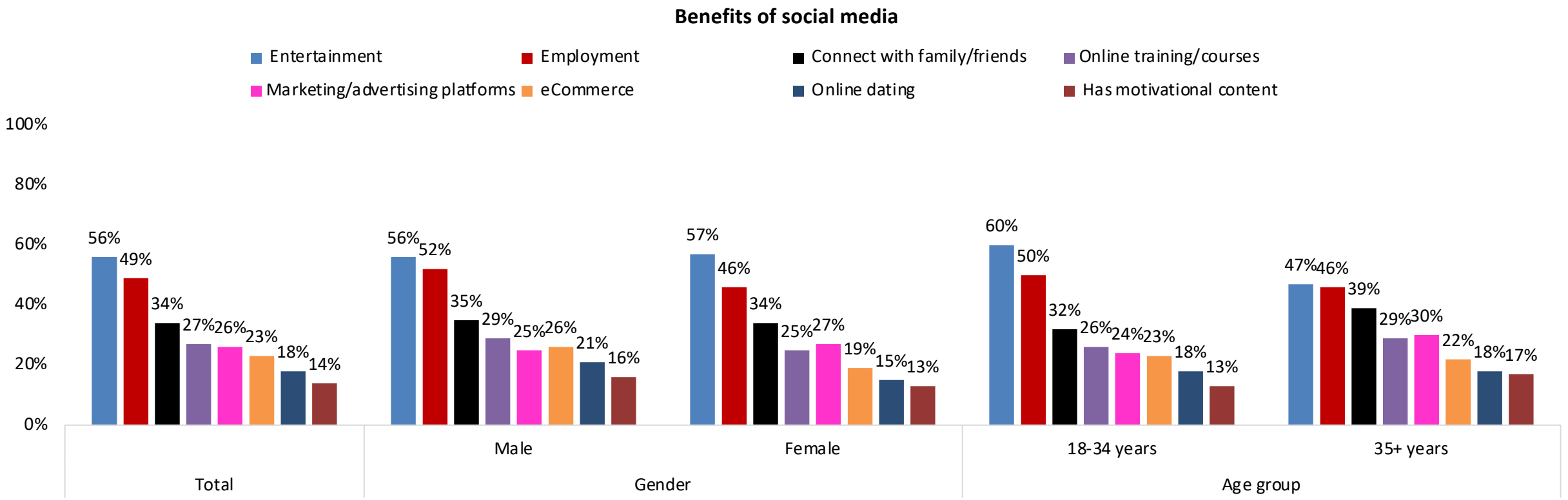


Q: Please give ONE reason for your answer above?

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.



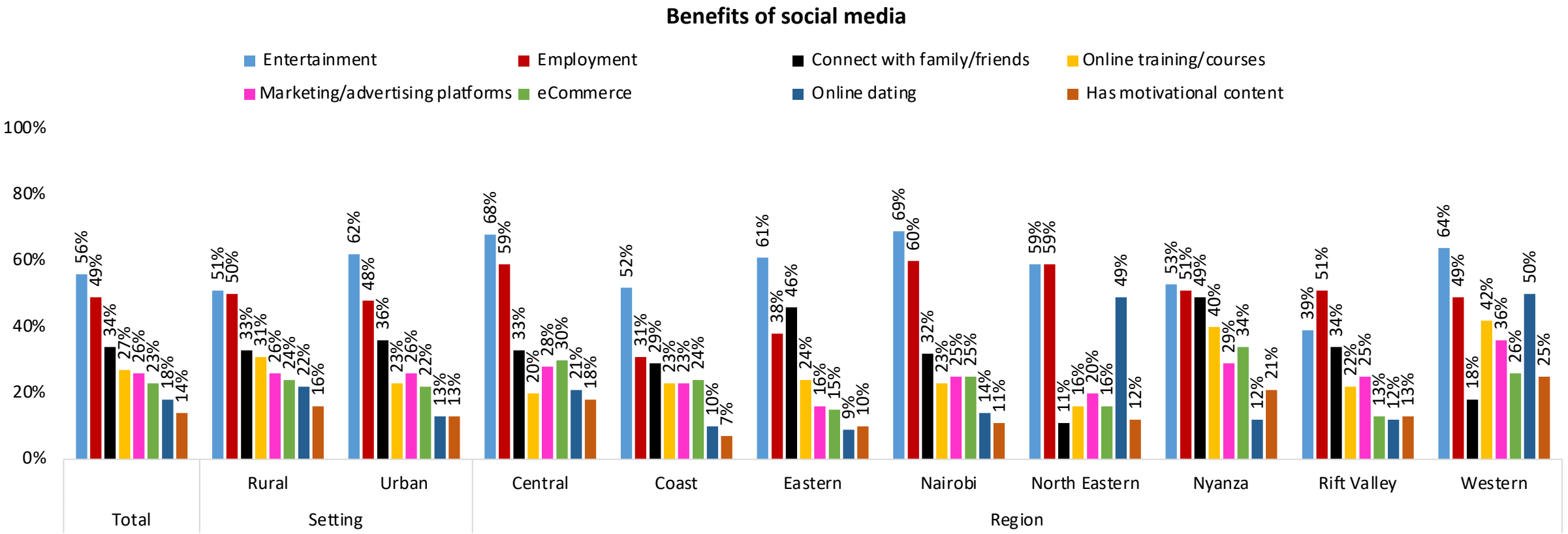
Q: What benefits can you associate with social media? DO NOT READ OUT

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%).



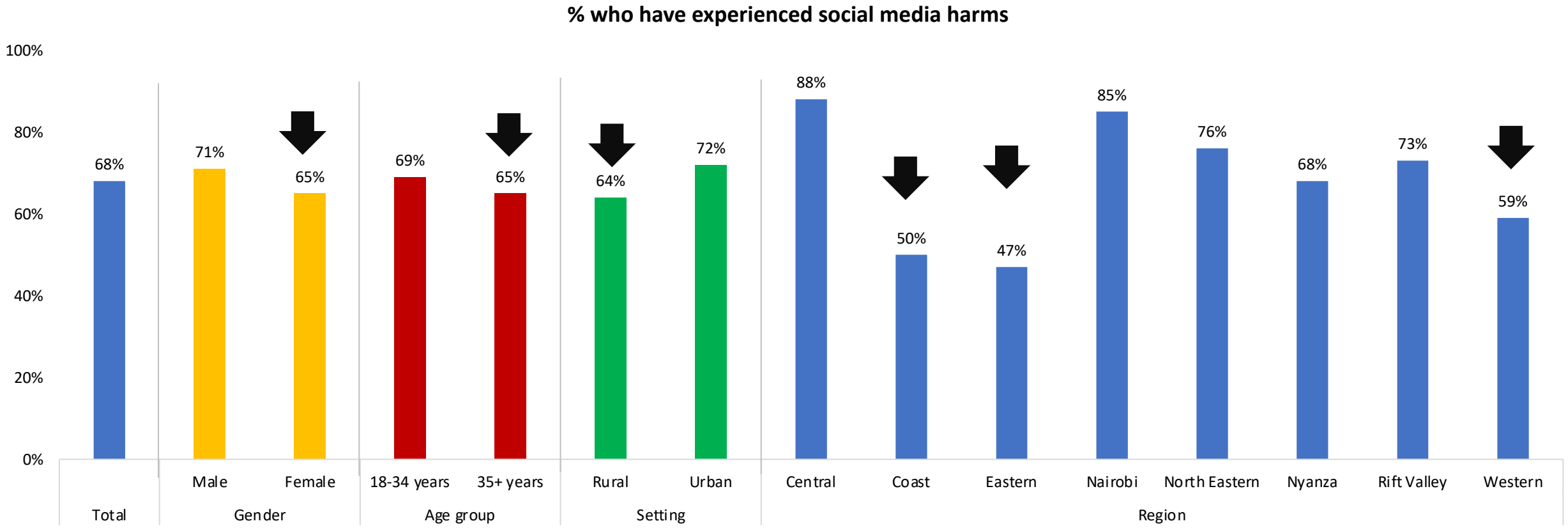
Q: What benefits can you associate with social media?

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.



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

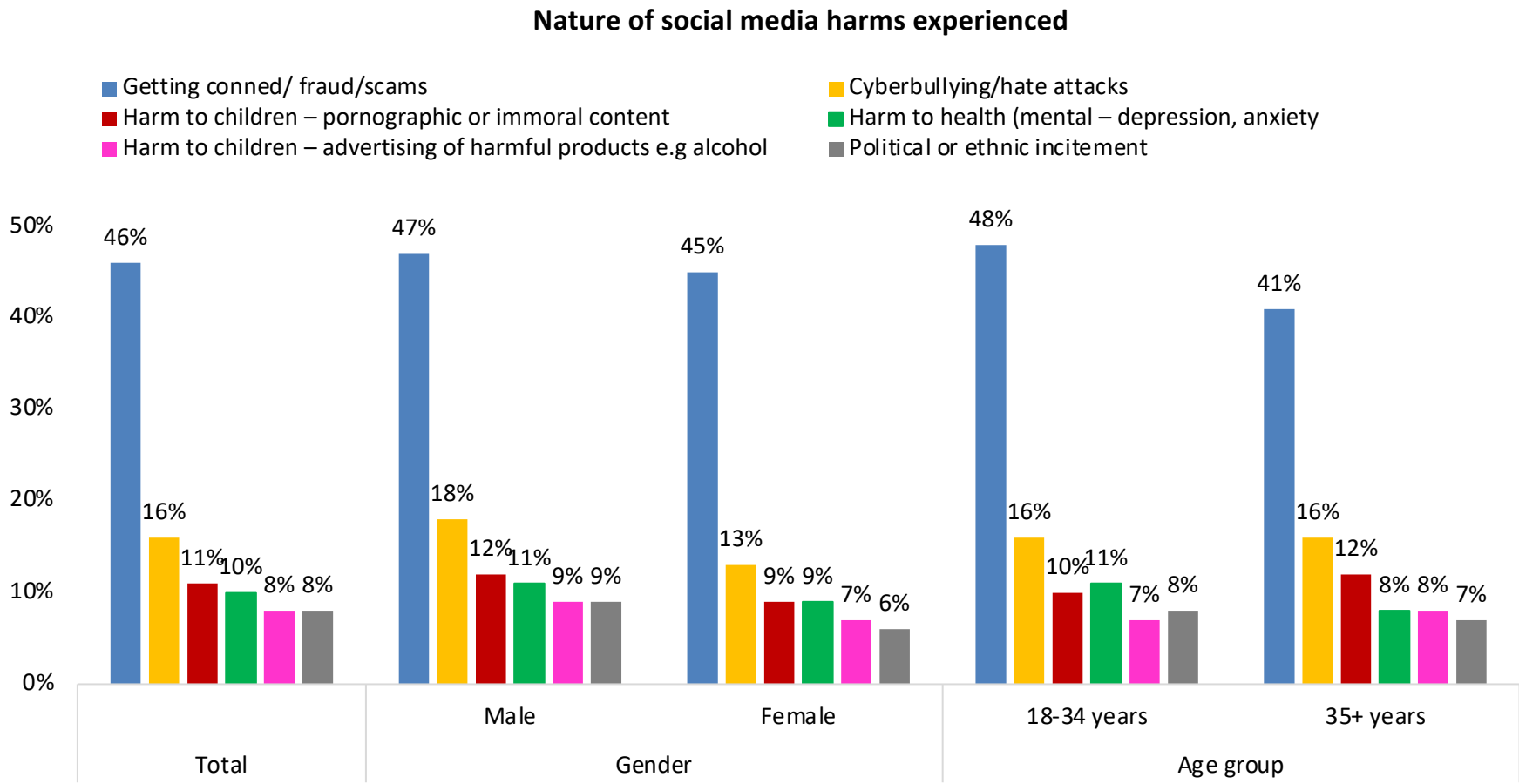
Base = All Respondents

**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.



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

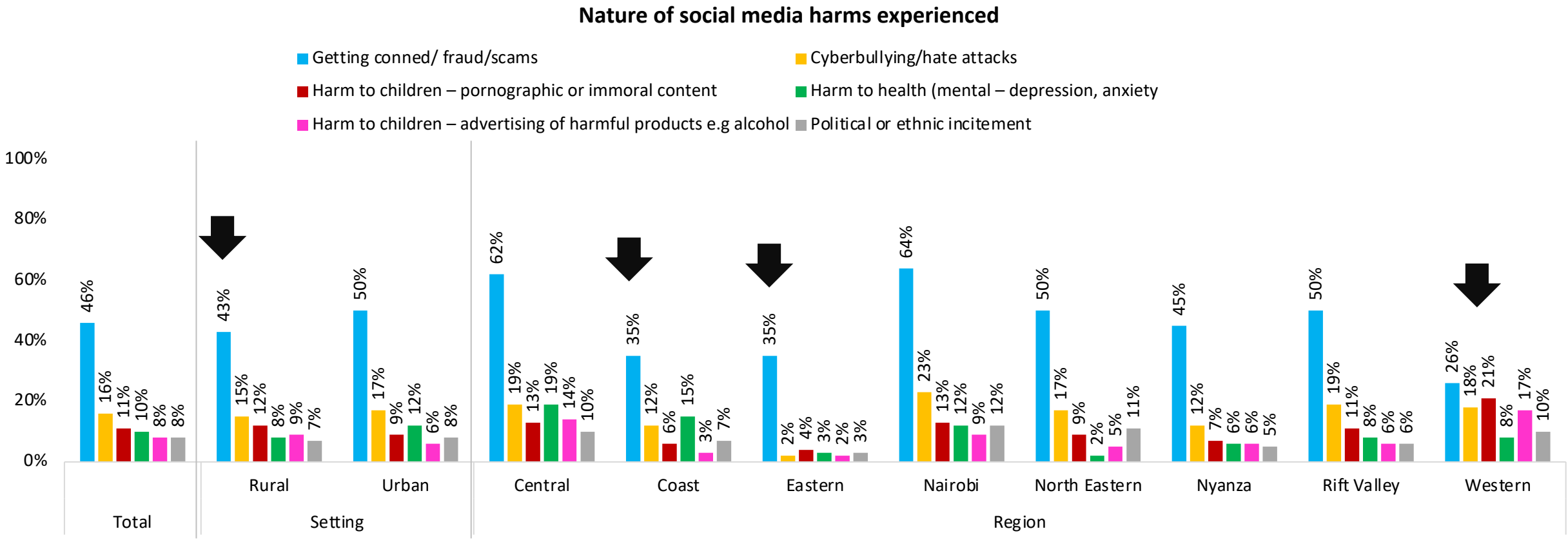
Q: Out of these harms, which ones have you or a family member experienced of in the last year?

Base = those experiencing harms

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.



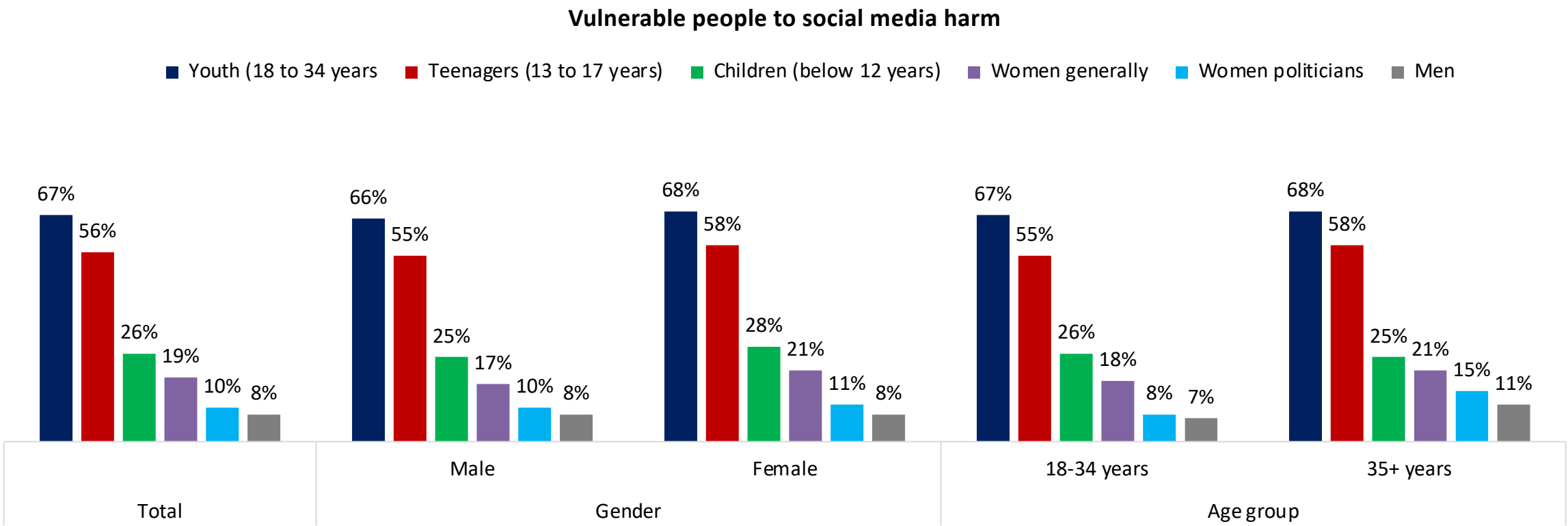
Q: Out of these harms, which ones have you or a family member experienced of in the last year?

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.



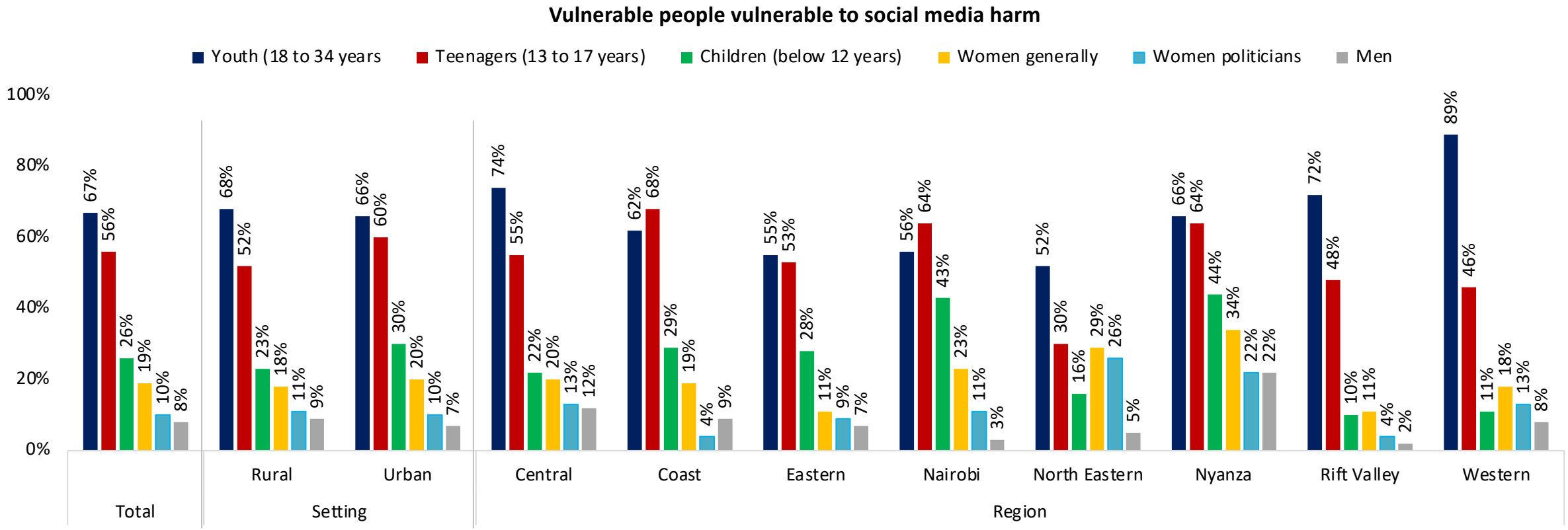
Base = 1989 (Those who mentioned vulnerable people to social media harm)

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

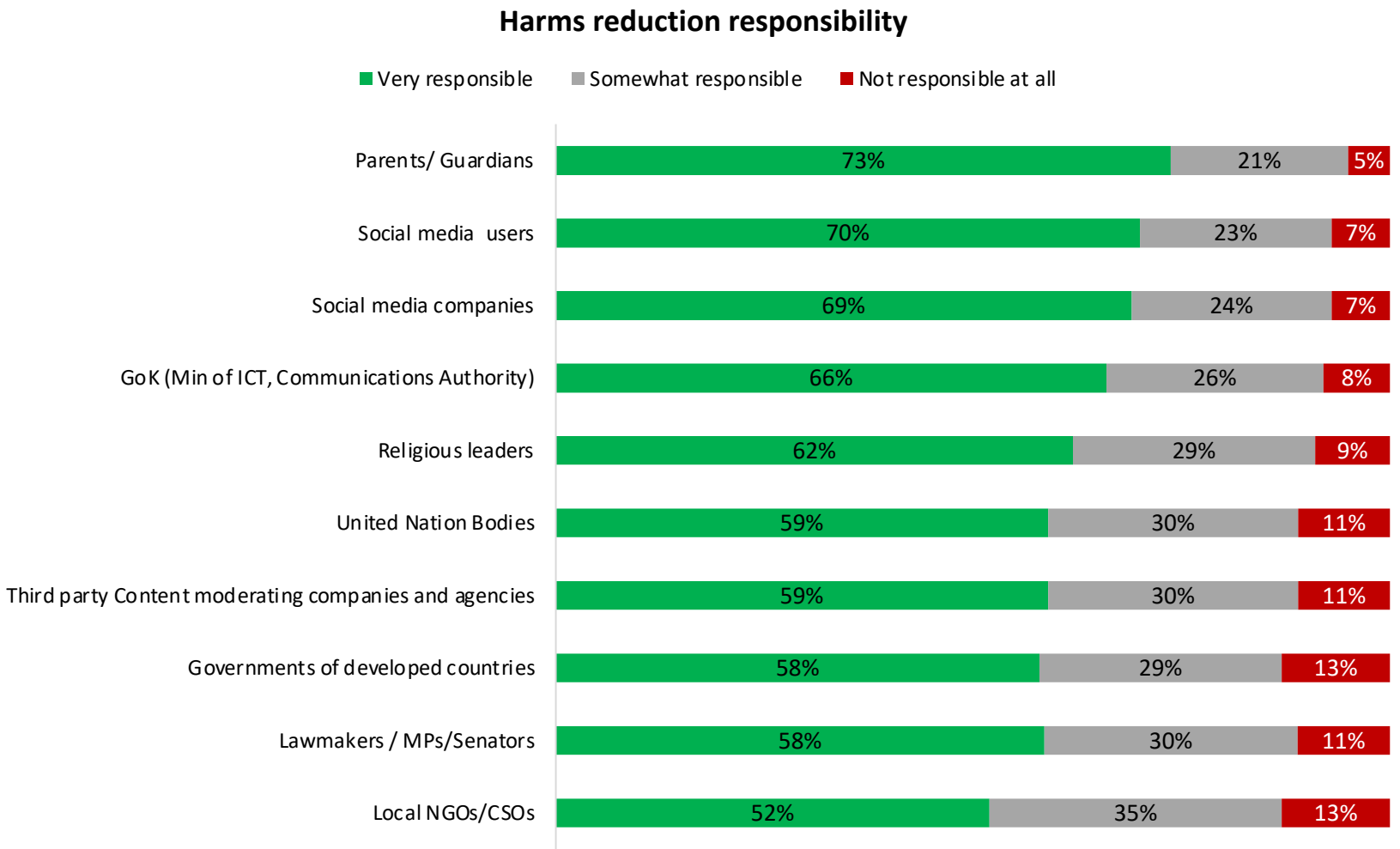
- Across the demographics, those living in the rural setting and Western region have the highest number of respondents who mentioned that the youth are most vulnerable to social media harms. Teenagers are highly mentioned by respondents living in Coast (68%) and Nairobi (64%) regions.



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.



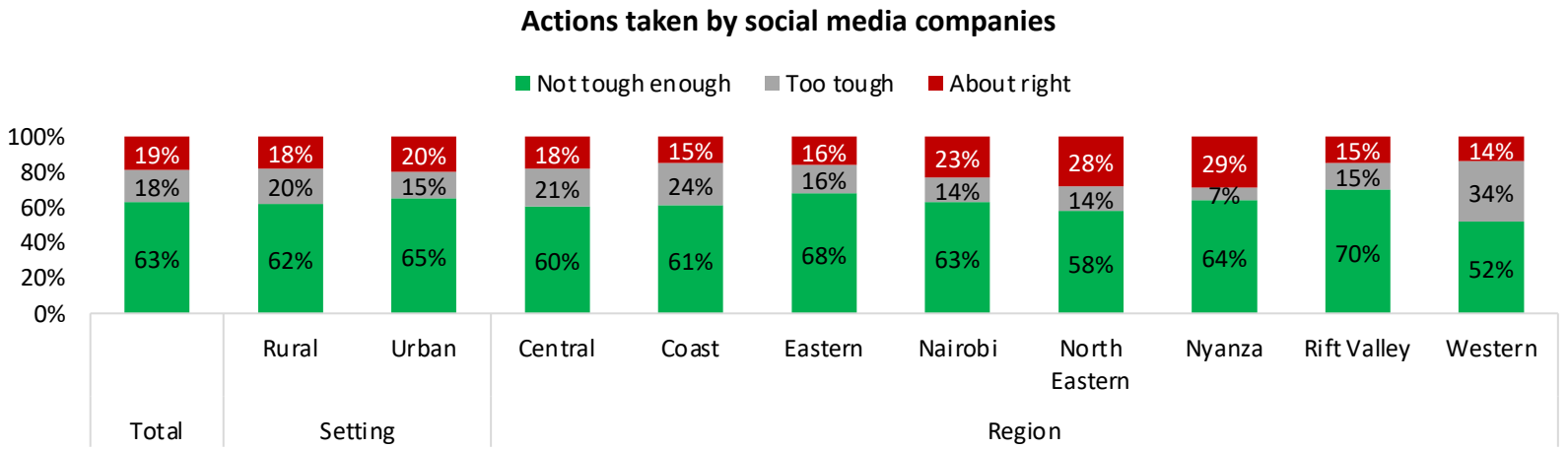
Q: How responsible should they be for reducing harms on social media?

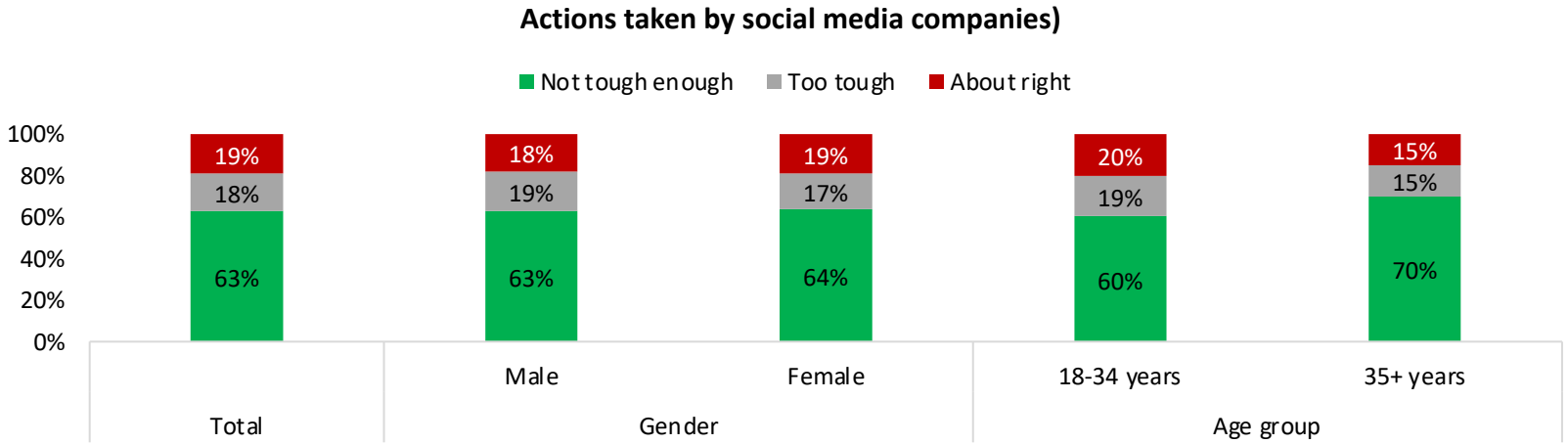
Base = 1992

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.





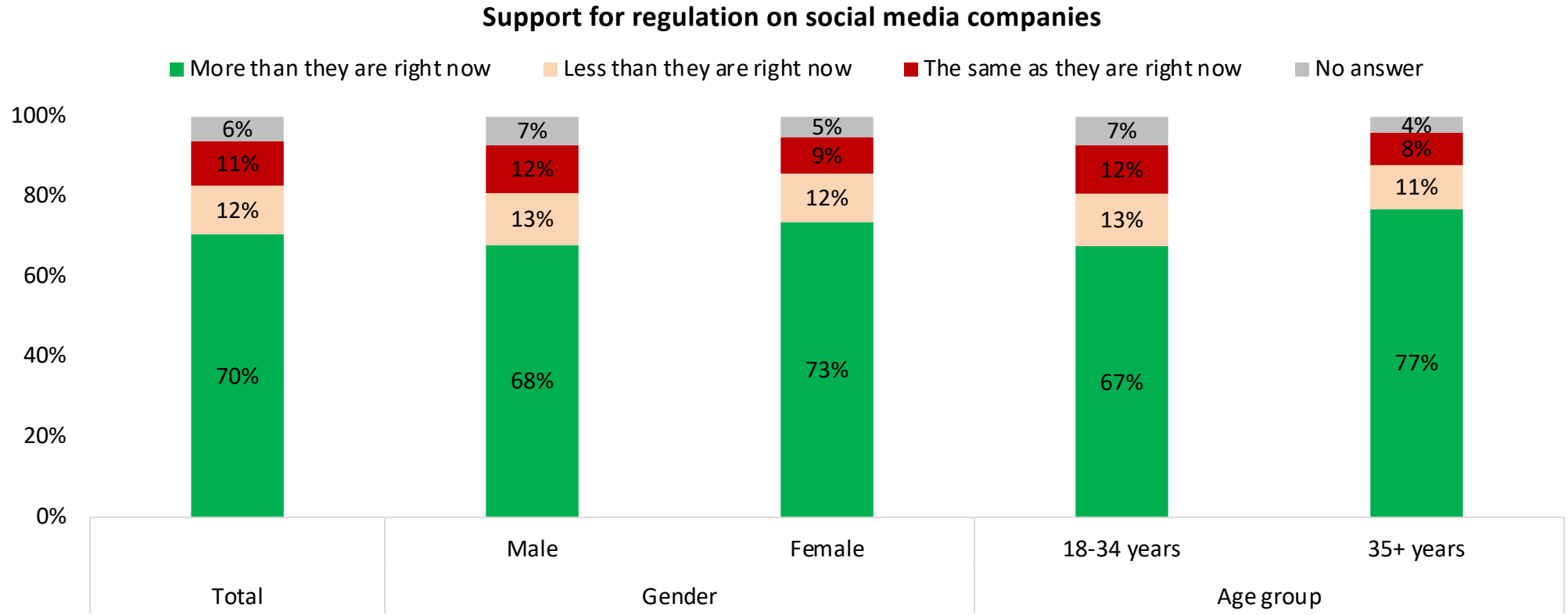
Q: When it comes to removing content from websites, social media platforms and apps that people consider to be harmful, do you think that the actions taken by social media companies are?

Base = 1992

Support for Regulation 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.



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

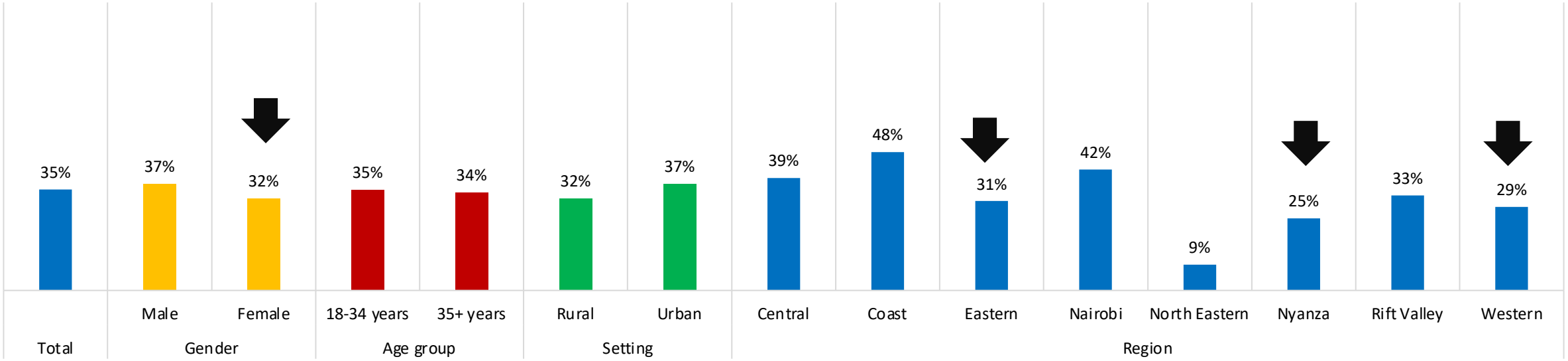
Base = 1992

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?

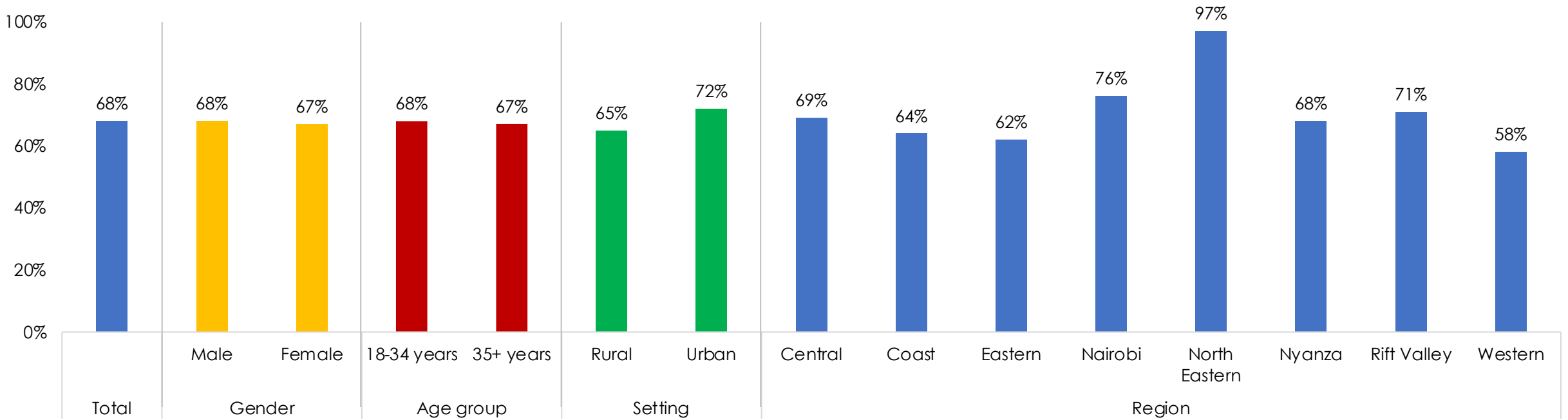
Base = 1992

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?

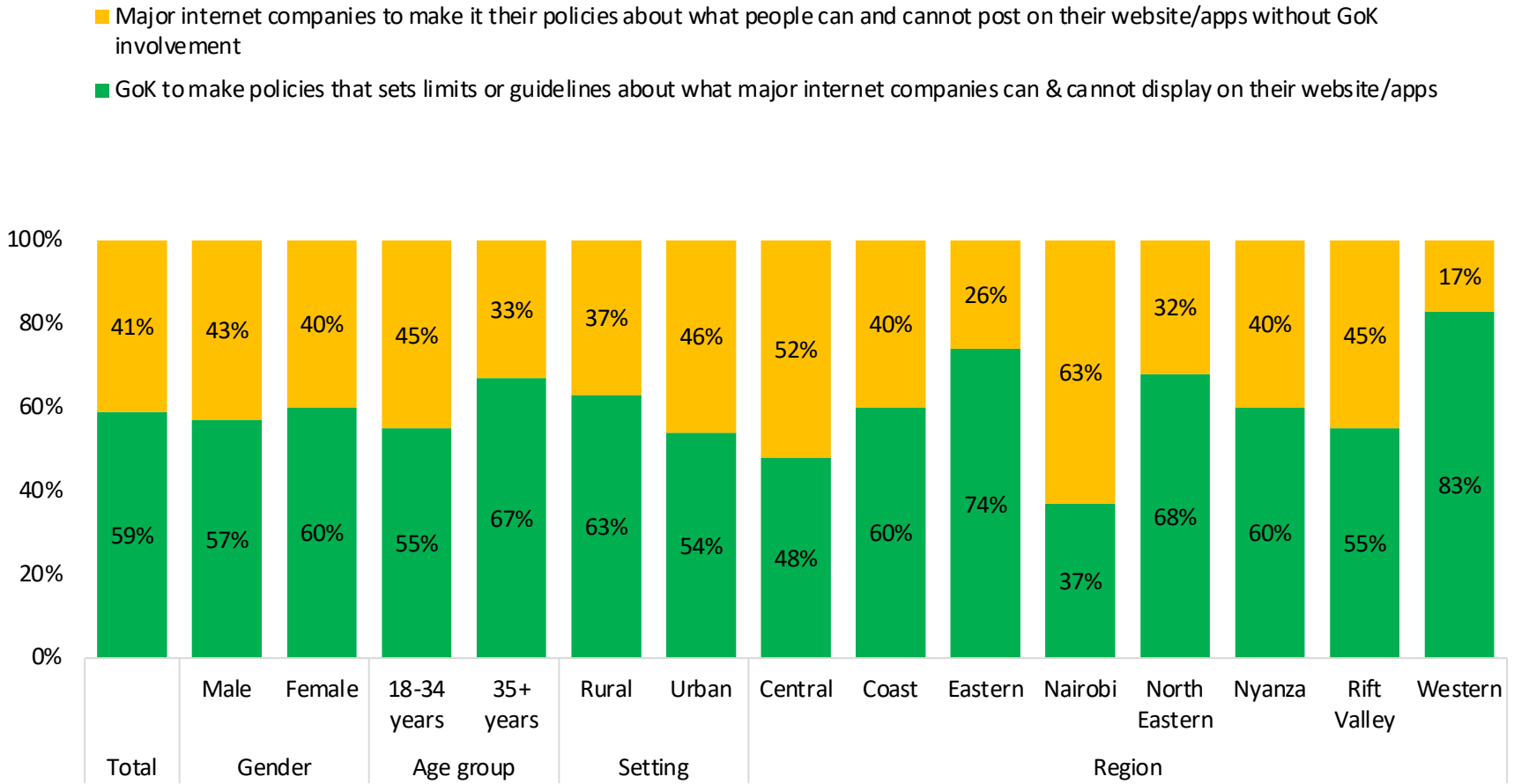
Base = 1992

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



Q: In your opinion, which is a better approach for social media companies' regulation?

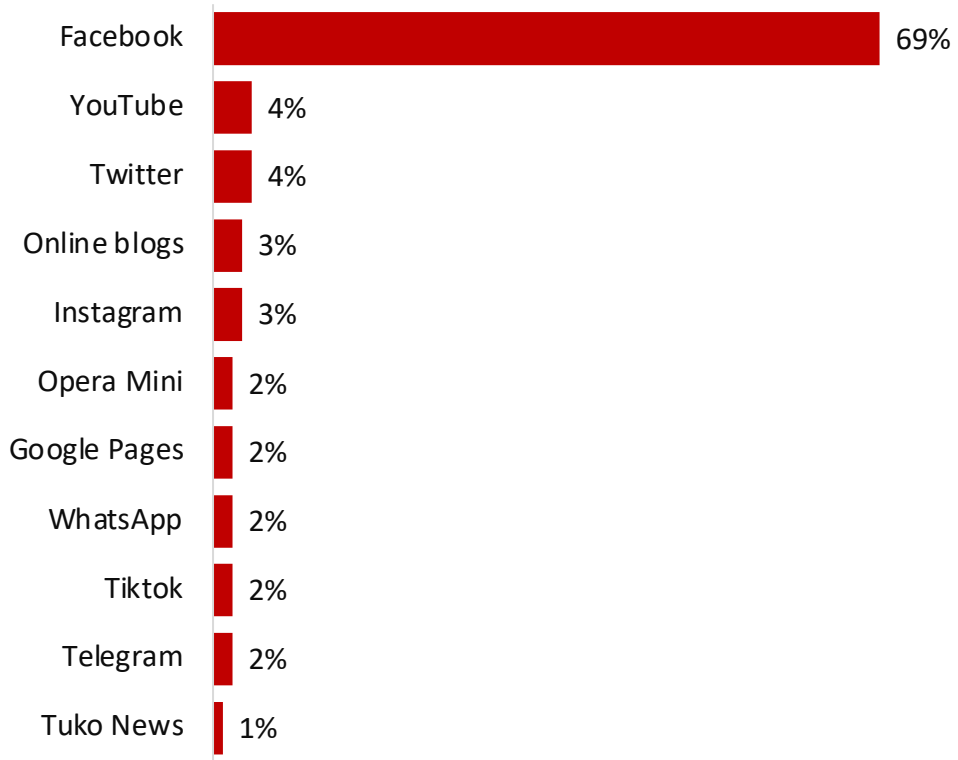
Base = 1992

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.

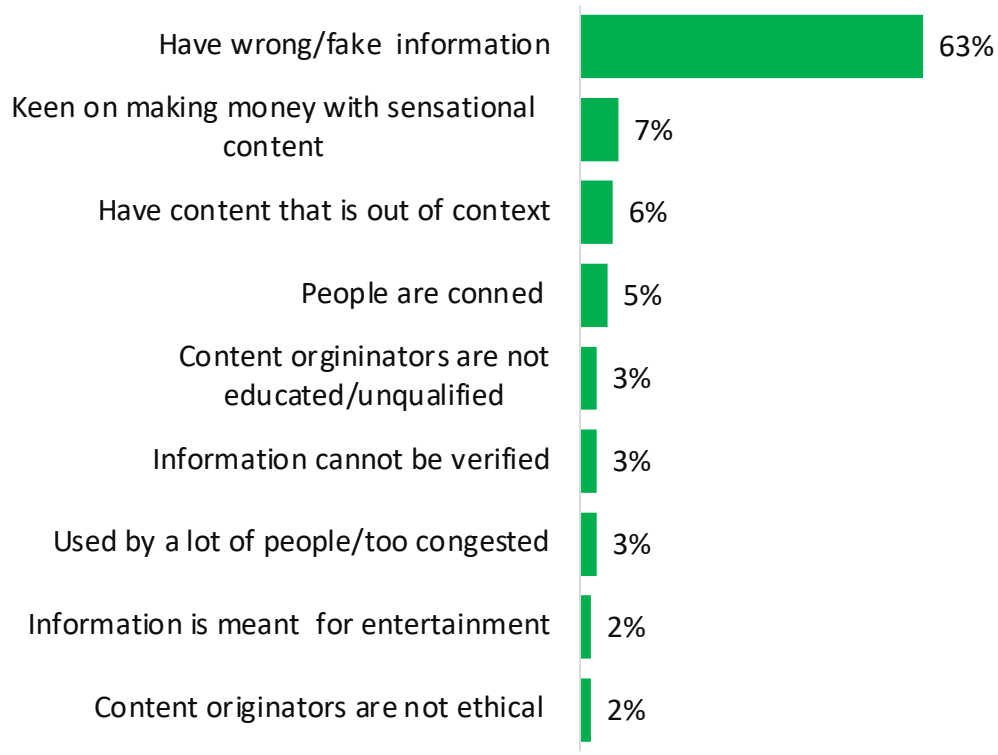
Specific social media platforms that are not trusted



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



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

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

- 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 on achievable fixes to the harms brought by digital platforms.

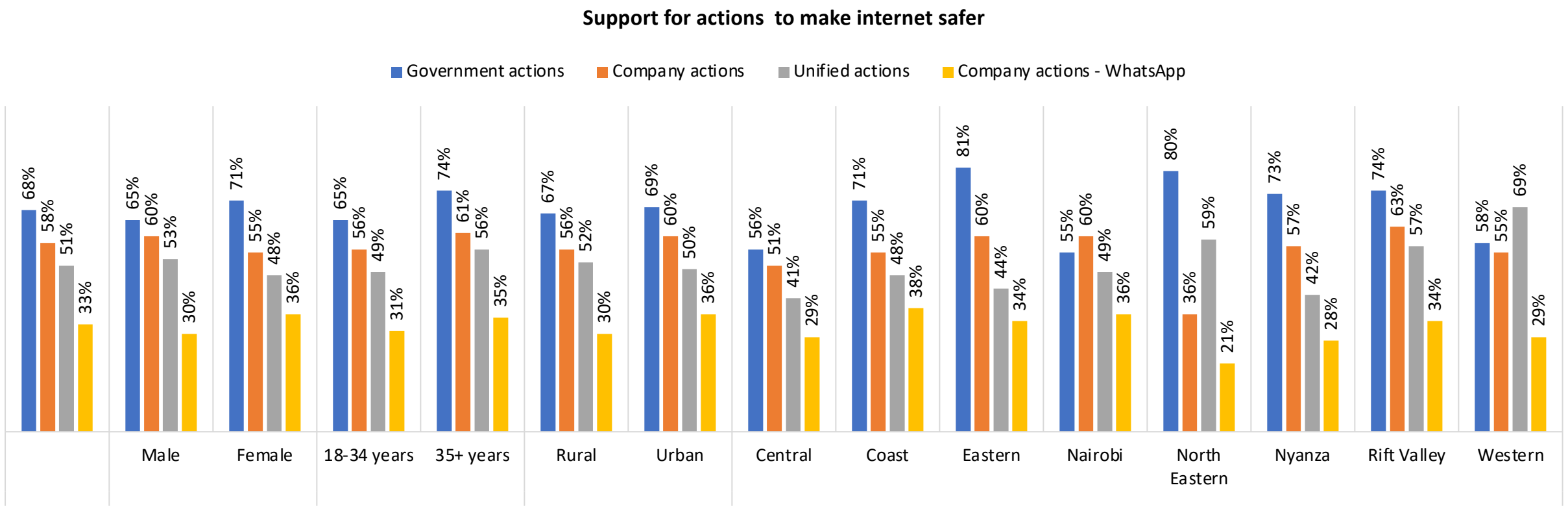
Company actions - WhatsApp

- 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

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.



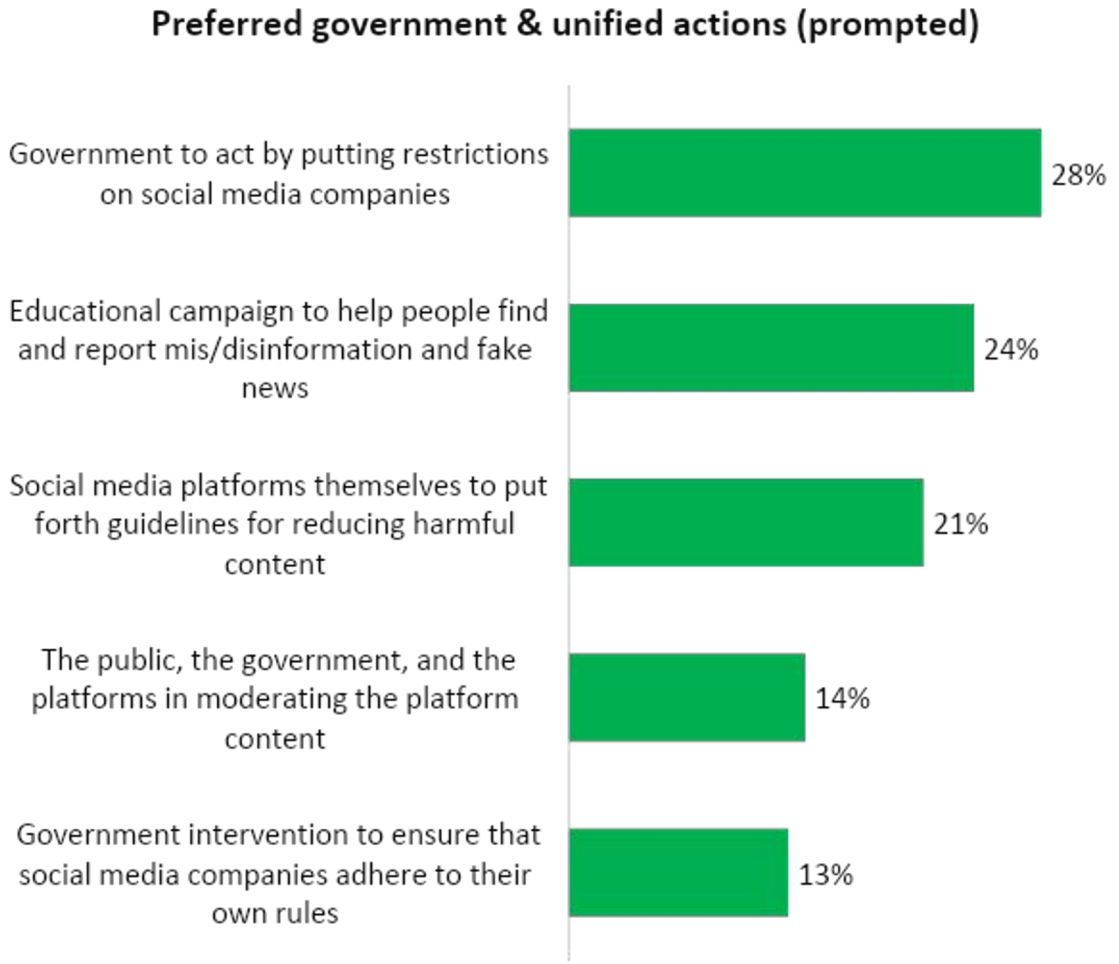
Q: Which of the above actions would you support their implementation in order to make the internet safer?

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.



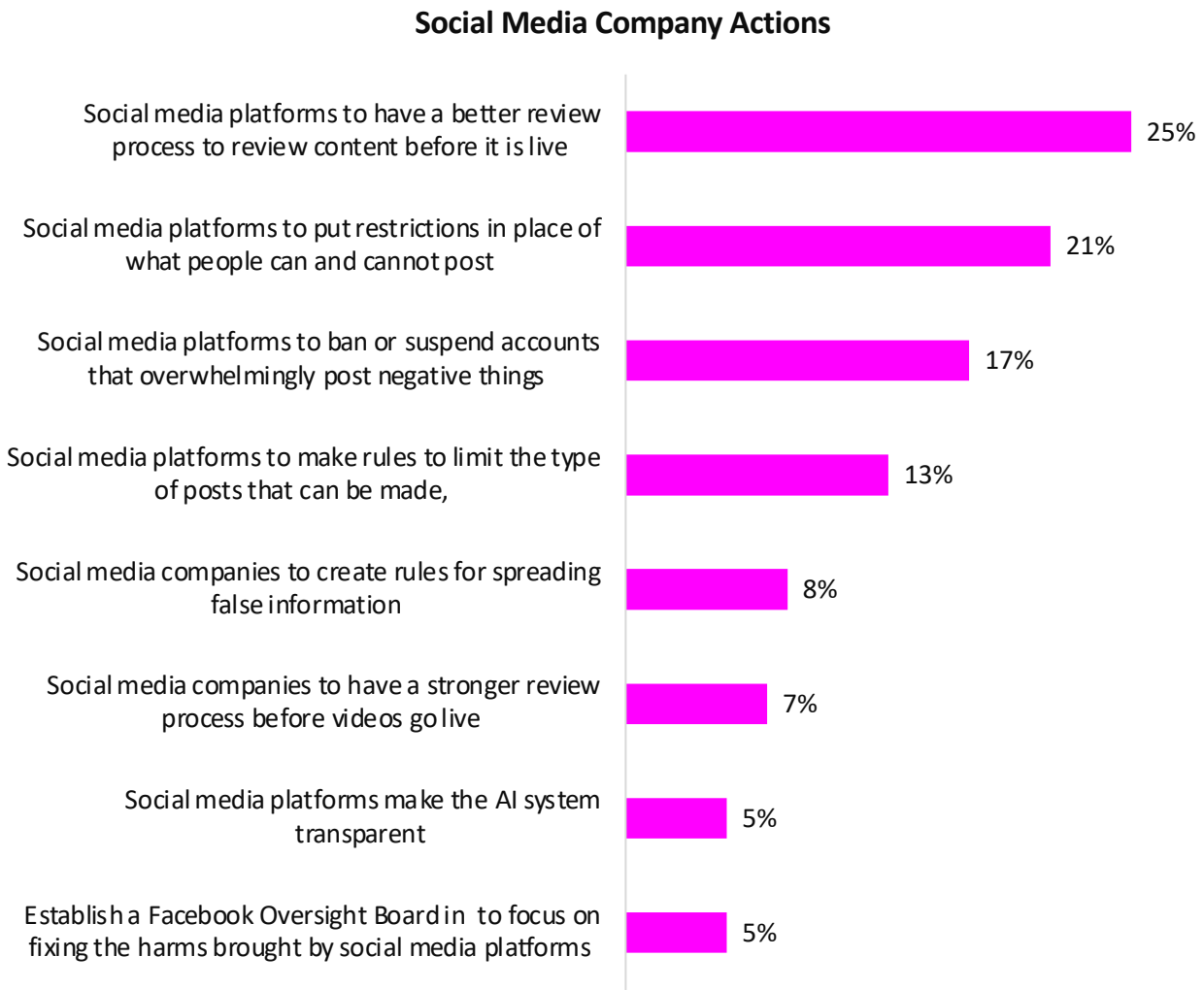
Q. Which of the following actions would you support their implementation in order to make the internet safer?

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.



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

Base = 1992

The End