



## MEDIA ADVISORY

### Launch of National 2022 Report on Mis/Disinformation & the Role of Big Tech in Kenya

Thursday, January 26 2023. 7.30 am – 11.00 am

Mercure Hotel, Upper Hill Nairobi (formerly Crowne Plaza)

Dear Media partners,

You are cordially invited to the launch of the 2022 Report on Disinformation and the Role of Big Tech in Kenya. The report, ***Public Opinion Research on Mis/Dis information and the Role of Big Tech in Kenya*** follows a national study undertaken between April and July 2022. The study sought to understand the following:

- 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** to inform strategies that could effectively counter disinformation and provide possible remedies for multiple stakeholders - policymakers, regulators, civil society and through citizen action

Members of the press are therefore invited to attend the dissemination conference which will be followed by a press conference, where key stakeholders will be available to take questions.

**Media Contact:**

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# Mis/Disinformation & the Role of Big Tech in Kenya (2022)

## Report Launch Agenda

Thursday, January 26, 2023. 7.30 am – 11.00 am  
Mercure Hotel, Upper Hill Nairobi (formerly Crowne Plaza)

Time	Activity	Person Responsible
7.30 am - 8.00 am	Breakfast & Networking	<b>Moderator</b> <b>Neema Mutemi</b>
8.00 am - 8.15 am	Registration	
8.15 am - 8.30 am 8.30 am - 8.55 am	<b>Welcome Remarks</b> <ul style="list-style-type: none"><li><i>Why we are here and importance of the issue</i></li></ul> <b>Context setting</b> <ul style="list-style-type: none"><li><i>Experience on the social media landscape and harms in Kenya during the 2022 General Election</i></li></ul>	<b>Leah Kimathi</b> , Convenor - Council for Responsible Social Media  <b>Joshua Changwony</b> - Executive Director, CRECO
8.55 am - 9.10 am	<b>Guest Speaker</b>  Mis/Disinformation, Online Safety and Big Tech in Africa	<b>Mercy Mutemi</b> - Managing Partner Nzili & Sumbi Advocates/MS Law
9.10 am - 9.55 am 9.55 am - 10.05 am 10.05 am - 10.30	<b>Mis/Disinformation &amp; the Role of Big Tech in Kenya - National Report 2022 Launch</b>  Presentation of findings  Conclusion/Takeaways  Questions & Answers	<b>TIFA Research</b>  <b>Leah Kimathi</b>  <b>Moderator</b>
10.30 am - 11.00 am	<b>Press Conference</b> Tea/Health Break	<b>TIFA Research</b> <b>Leah Kimathi</b> , Convenor, Council <b>Kevin Osido</b> , Executive Director of County Governance Watch & Council Member

## Note to Editors:

- The Council for Responsible Social Media is a nonpartisan group of concerned citizens, eminent Kenyans and civil society organizations coming together to defend Kenya under attack and to hold social media platforms to higher standards. It was established in 2022 as a voluntary effort of concerned Kenyans committed to protecting our digital democracy, decency, and dignity. The Council is deeply concerned about the harms social media platforms pose to the health and safety of Kenyans and are stepping up to expose the challenges and guide a public conversation on sensible solutions.
- Social Media has now surpassed Radio in Kenya as a source of News, coming second place after TV.
- The study was conducted ahead of the General Election, in a year where the NCIC reported an astronomical increase in online hate-speech and election mis/disinformation, and in the same year, two precedence-setting cases were filed in the Kenyan High Court in relation to Content Moderation.
- The ruling on Jurisdiction over Social Media Giant Meta on Feb 6, and the Mention of the second case seeking to address content moderation shortfalls by the same company on Feb 08.
- The unveiling of the report also follows a globally significant announcement by Sama that it would be shutting down its content moderation operations in Nairobi, being the largest hub for Facebook in Africa.
- As Africa's Silicon Savannah, Kenya plays a significant role in defining Africa's terms of engagement with BigTech, and the report, emanating from the first nationwide study, will reveal the Kenyan public's sentiments towards mis/disinformation and the roles and responsibilities of both social media companies and the government in addressing resultant harms.