SOCIAL MEDIA PLATFORMS AND THE CAMPAIGN AGAINST ALCOHOLISM AND DRUG ABUSE IN STATE CORPORATIONS IN KENYA: THE CASE OF THE NATIONAL AUTHORITY FOR THE CAMPAIGN AGAINST ALCOHOL AND DRUG ABUSE

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DECLARATION

This is my original work and has not been presented to any other university or college for an award of a degree or certificate.

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DEDICATION

This work is dedicated to my late parents Mr. and Mrs. Joseph Tundu Mutwango for imparting in me the need to value education and acquire knowledge, my husband John Musili and my daughter baby Olive for the support and love they have accorded me during this study.

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ABSTRACT

The onset of social media brought in diverse opportunities through which an organization communicates. This study aimed to investigate the use of social media platforms in the campaign against alcohol and drug abuse in State Corporations in Kenya with reference to the National Authority for the Campaign against Alcohol and Drug Abuse. The objectives of the study were to: examine the influence of social media platforms in the campaign against alcohol and drug abuse at the National Authority for the Campaign against Alcohol and Drug Abuse; assess social media campaign policies adopted by the organization in the fight against alcohol and drug abuse; find out social media platforms used by the organization in the campaign against alcohol and drug abuse and examine challenges encountered in relation to the use of social media in the campaign against alcohol and drug abuse. Descriptive survey involving both quantitative and qualitative approaches was applied. Structured questionnaire and document reviews were used to collect data. Data was collected from 120 respondents which included the organization's staff and Resource Centre clients. Quantitative data was analyzed with the aid of tables, pie charts and graphs to show different patterns of data categories. Qualitative data was analyzed by noting down the dominant themes and drawing conclusions from the respondent's feedback. The study found that the state corporation has embraced social media as a tool for marketing products and services, communication and collaboration and as well as social change. The study also revealed that social media campaign policies, staff capacity development and training have a great effect on campaign against alcohol and drug abuse at the organization. Social media usage has therefore had a positive impact on the organizations campaign against alcohol and drug abuse. The state corporation however faces numerous challenges in the fight against alcohol and drug abuse such as inadequate information communication technology, user exploitation, lack of privacy, limited access to information, pressure from the government to censor some information, internet addiction, lack of clarity on specific duties and responsibilities on social media management and illiteracy among the public users of social media. There is need for organizations to implement a well-planned social media campaign program, regularly build capacities of its personnel on social media platforms usefulness and subsequent technological advancements. National Authority for the Campaign against Alcohol and Drug Abuse as the lead agency in the campaign assignment should review the available policies and provide relevant guidelines that guarantee enhanced alcohol and drug abuse campaign amongst all stakeholders. Organizations should embrace solution focused approach for social media interactions, in order to ensure sustainable social media campaign against alcohol and drug abuse.

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LIST OF ABBREVIATIONS AND ACRONYMS

ADA   Alcohol and Drug Abuse
CMC   Computer Mediated Communication
ADCA   Alcohol and Drugs Control Act
ICT   Information and Communication Technologies
NACADA National Authority for the Campaign against Alcohol and Drug Abuse
NRC   NACADA Resource Centre
RC   Resource Centre
RSS   Rich Site Summary
SHRM   Society for Human Resource Management
SMNs   Social Media Networks
SUDs   Substance Use Disorders
UNESCO United Nations Educational Scientific and Cultural Organization
USA   United States of America

CHAPTER ONE
INTRODUCTION

1.1 Background to the Study

In the 21st century information centres have tremendously grown from old-style print collection store houses into modern scenery where information and communication technologies are leveraged to realize collection development processes for effective and efficient storage, retrieval and dissemination of information and knowledge (Cann and Hooley, 2011:34). The use of information technology for management and handling of information has grown significantly, even in the developing countries despite their economic constraints (Nicole 2012:15). Electronic resources are amongst emerging environments in information centres facilitating competitive service delivery. Social interacting is considered a key innovation of the twenty-first century web and is a significant part of day-to-day life routine. Social interaction provides a diversity of interacted communication techno tool that support internet's social aspects as a means for creative expression, communication and collaboration.

Web-based and mobile interactive platforms have empowered communities and individuals as well to develop, co-create, modify, discuss and share information (Campell, 2010:128). Such platforms comprise "social network sites, collaborative projects, blogs, virtual game worlds, content communities and virtual social worlds" (Aula, 2011:36). Social means to communication could currently be strategically designed for social purposes as a mechanism to promote behavior change. Facebook for example, has been embraced as an important medium information transfer thus persuading human conduct in various realms such as education, healthy living, collective

action, environmental sustainability, and learning. Social media networks (SMNs), includes Wiki Flickr, Wikipedia, YouTube, Facebook, blogging, Google applications and Twitter. They distribute online user-generated content and increase the number of users participating in web-based collaboration process (Chisenga, 2012:13). The SMNs help users co-create values through large-scale user participations and accumulate group experience and knowledge through social interaction and information exchange behaviors. These sites instigate collectively user creative behavior and allow many creative ideas to be generated and distributed spontaneously (Bauer, 2016). Such a collaborative production of creative content enhances the feeling of connection with others and strengthens the coherence of a virtual community (Cann & Hooley, 2011:12).

The purposes of social media have continuously transformed into means of communication that was never anticipated. Most social networks initiators are astonished with the diverse and amazing means through which users engage and use the platforms. "With the emergence of Web 2.0, social media sites have gained increased popularity among the public; and many companies have adapted their marketing strategies towards being active in the social media sphere"(Cann & Hooley, 2011:12). According to Schulze et., (2015:201) the "social media" has opened various communities to digital communication advantages while on the other side, it has compromised organizations reputation and work relations by uncovering them to "negative publicity, customer attacks and reputation damage". As a result, handling online corporate uniqueness and image is an interactive matter. Internet hunters can not only key in searches about someone or organization to serve their curiosity, but they can also search "pictures, videos, and real-time status updates online" (Cann & Hooley, 2011:12).

In the modern age diverse publics can within a click of any ICT gadget produce, revise and disseminate content to a wider scope within very limited time. Such dealings when not well managed could turn out to be a hazard to organizations since both the customers and employees play a central role in marketing respective products and services via social media to a widespread audience in one click (McKinsey, 2009:5). More people are accessing social media and revealing information such as their age, gender and occupation, which makes social media an effective communication tool (Chisenga, 2012:34). Networking via social medium has actualized development of connections that surpass geographical dissimilarities, age, culture and race. Human conduct has been transformed over time on the web, putting emphasis on condensed self-consciousness in online information sharing (Campbell, 2010:5).

Through social interacting publics can institute and retain networks with others effectively (Nicole 2012:15). Aula (2011:10) points out that information institutions leverage social media to deliver a fusion of customer service initiatives such as; "content/collection promotion, news and updates, dissemination of the institutions' research output", for building relationships with relevant stake holders. An extensive array of social media platforms are utilized, but as yet Twitter and Facebook continue dominating. Nevertheless, YouTube among other visual media are briskly on the upswing. It is anticipated that more channel-specific approaches would surface in the near future.

Social media offer a platform for entertainment, providing current awareness services and promote networks amongst various people hence infusing diverse cultures. Pereira Heath & Chatzidakis (2011:657) pointed out that "Facebook has created an online community where users frequently update their personal information such as feelings, pictures, and relationship status". Taking part in the social community enhances connections that raise "public self-awareness and perspectives". These help individuals realize other people's opinions on them and keenly manage their image in various environments. Numerous studies have found out that "social media helped individuals strengthen their friendships and subsequently improve their well-being" (Nicole 2012:15).

Van Noorden (2014:7513) argued that social media usage leads to addiction especially for users who continually seek biased content consumption such as "reading others' status updates or viewing others' pictures" since such habits leaves information seekers feeling isolated and desolate than direct communication amongst friends. Nonetheless, attitudes in social media communication encounter several issues (Scholl, 2010:65). These may range from "significant lack of awareness", on one hand as well as "environmental conviction proceedings", which is viewed as too inefficient, timewasting and expensive and labor intensive. Social networks and communication makes it possible to spread information faster and at a large scale than in the "old-fashioned Internet". In addition, social interaction offers alternative approach in elevating use of certain slogans whereby separate websites are developed to realize such goals. social media works in a "viral nature", in that an individual's action uncontrollably widely spreads and is shared within several social communities within a short span of time.

1.1.1 Context of the Study

The research was done at the government's agency mandated to spearhead alcohol and drug abuse campaigns in Kenya with main focus on demand reduction and supply suppression. Under demand reduction the authority provides: public awareness, preventive education, treatment, rehabilitation, life skills, and offering psycho-social care to the universal population. In realizing supply suppression the agency undertakes capacity building and policy formulation both at national and county governments' level. The National Authority for Campaign Against Alcohol and Drug Abuse Act 2012, gives the corporation the mandate to: support and assist devolved establishments in designing and implementing plans, laws and policies regarding drug abuse control, license and regulate operations of rehabilitation services, ensure persons with substance use disorders (SUD) receive quality services; conduct authentic research on alcohol and drug abuse (ADA), Prepare, publish and submit ADA status report to the parliament and the senate. In addition, the agency should serve as a national repository of ADA knowledge and facilitate the development and operation of rehabilitation centres.

The organization's vision is to achieve a drug free nation. The national corporation should offer strategic leadership on programme implementation, policy development, regulation, education, management, and coordination of national research on ADA (NACADA, 2012:5). To realize it's mandate in its 2009-2014 strategic plan frame work the Authority recommended enhanced dissemination of information and knowledge on alcohol and drug abuse(ADA) through establishing a resource centre (RC) to serve as the national repository for such information (NACADA, 2007:7).

1.2 Statement of the Research Problem

In the modern age, information transfer through social interacting spectacle has turned out to be more prevalent globally. Several social podiums have turned into marketing and promotion goliaths, offering enterprises valuable information on competitive intelligence and a real time advantage on how to engage with their esteemed clients. Even though social media impacts continuously diverse sectors in our day and time, Aharony (2012:2) argues that its existence in the library setting stands puzzling and fascinating especially in regard to social media use in alcohol and drug abuse campaign strategies. Contrary to Ahorony (2012:15) assumption that "social media was considered by some as a passing fad as some thought could never be of benefit to enterprises", services, products and the actual organizations ideas are marketed and consequently increase usage for as long as the organizations integrate social media platforms as key flagship tools in marketing, production and distribution making social media an essential tool. Therefore, social communication for business and corporate dealings is no longer optional (Ya Ling et al., 2016) and must be treated with great significance like other tools.

Proper use of social media platforms is therefore an essential characteristic of guaranteeing effectiveness and efficiency of any service. For instance, most organizations have Facebook, Twitter, Instagram, and YouTube accounts as this allows brand managers to connect directly to consumers. Most importantly, a well-managed social media platform leads to upsurge usage of offered services, products and fosters the organizations image.

The state corporation mandated to spearhead alcohol and drug abuse mitigation strategies, is embracing moderate social media marketing of it services and products. However, the organization is yet to realize its goal in ensuring a sustainable social media campaign strategy against alcohol and drug abuse (NACADA, 2012:9). This informed a need for a study on social media to assess the prevailing status before initiating a social media campaign program. Though the selected institution has conducted several baseline studies to assess the national alcohol and drug abuse situation (NACADA, 2007, NACADA, 2012 & NACADA, 2016), no local study has been done on social media as an essential campaign and outreach tool against alcohol and drug abuse. It was in regard to that, the study attempted to investigate the use of social media platforms with a specific focus on the campaign against alcohol and drug abuse in Kenya.

1.3 Purpose of the Study

The study aimed to investigate the use of social media platform in the campaign against alcoholism and drug abuse in State Corporations in Kenya with reference to the National Authority for the Campaign against Alcohol and Drug Abuse.

1.3.1 Objectives of the Study

Specific objectives of the study included to:

i.   Examine the influence of social media platforms in the campaign against alcohol and drug abuse at the National State Corporation

ii. Assess social media campaign policies adopted in the fight against drugs abuse in the organization.

iii. Find out social media platforms used in alcohol and drug abuse campaign in the organization.

iv. Examine challenges encountered in relation to the use of social media in the campaign against alcohol and drug abuse.

1.4 Research Questions

The study was guided by the following research questions:

i. What influence does social media platforms have on the campaign against alcohol and drug abuse at the National State Corporation?
ii. What social media campaign policies are adopted in the fight against alcohol and drug abuse?
iii. What social media platforms are used by the organization in alcohol and drug abuse campaign?
iv. What are the challenges encountered when using social media platforms in alcohol and drug abuse campaign at the organization?
v. What are the possible solutions to the challenges faced in applying social media platforms in the campaign against alcohol and drug abuse?

1.5 Significance of the Study

Provision of better services is depended upon effective and efficient provision of the right flow of information to the desired consumers in the most convenient means that saves on their time and resources and ensures that return on investment is realized when retrieving and disseminating such knowledge. The output of this research was expected to benefit the general public and the society at large in embracing use of social media platforms to promote healthy living and enhance positive behavior change among the persons with substance use disorders (SUDs). The implementation of the proposal was expected to enlighten and inspire the NACADA management and relevant stakeholders to develop policies and strategies towards better integration of social media as a fundamental platform in the campaign against ADA. This study would also provide an immense

benefit to the field of Library and Information Science as the study adds to existing literature hence enriching knowledge to the available academic literature on social media.

1.6 Assumptions of the Study

The study assumed that NACADA had put across various social media platforms that was used in the fight against ADA in the country, inadequate internet communication technologies curbs the effective utilization of social media in rural areas and information literacy to various publics on leveraging social media played a key role on the fight against alcohol and drug abuse at national level.

1.7 Scope of the Study

The study was carried out at NACADA and focused on available social media platforms used in the fight against ADA in Kenya. The study involved collecting data from the staff and clients of NACADA Resource Centre (NRC) and gathering information from available literature on social media platforms and its role in the fight against ADA.

1.8 Limitations of the Study

The study was only based at NACADA national headquarters where only staff and resource centre clients were involved therefore only a representation of the situations experienced nationally was provided.

1.9 Operational Definition of Terms and Concepts

Alcoholism
Misuse of alcoholic drinks that results to alcohol addiction related disorders. Alcoholism is also used to mean a substance use disorder resulting from alcohol dependency

Clients
Reference to external users of NACADA Resource Centre. Applied interchangeably with resource centre patrons, users and customers

Drug Abuse
Compulsive use of a drug (such as alcohol, narcotics, or cocaine) without medical explanation. Abuse of the drug of choice leads to drug dependency with serious psychological disorders on the user.

NACADA
The Kenyan agency mandated to offer leadership on alcohol and drug abuse in regard to demand reduction and supply suppression, established NACADA Act in 2012.

Platforms
Means used to pass information to the people via a medium. They are the collective online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.

Social Media
Social Media refers to websites and technology based channels that facilitate interactive online content generation, cooperation and sharing amongst various publics in social networking setting. It is the use of social relations sites through internet related devices to pass and share information to the people.

Social Media Awareness
Sensitizations targeting social media users' aimed at enhancing their understanding about the importance and implications of social media.

1.10 Chapter Summary

Chapter one presented introduction and background of the study, statement of the problem, purpose of the study objectives and research questions. The significance, assumptions, scope and limitation of the research were provided. The chapter was wrapped up with operationalized definition of terms and concepts used.

CHAPTER TWO
LITERATURE REVIEW

2.0 Introduction

Chapter two provided comprehensive review of literature on Social Media Platforms used in the fight against ADA. The review is built on answering the specific research questions of the study highlighting various issues of Social media from the already available literature.

2.1 Social Media Platforms

The advent of the Internet and vibrant technological advancements has transformed approaches and communication means through which exciting interactions and networking between organizations, workforce and respective customers has been embraced. Social Media refers to websites and technology based channels that facilitate interactive online content generation, cooperation and sharing amongst various publics in social networking setting. It is the use of social relations sites through internet related devices to pass and share information to the people. Popular social networking sites include "Friendster, Face book, MySpace, YouTube, Photo bucket, Flicker, and other sites aimed at photo and video sharing" (Zheng et al., 2011:222).

According to Doyle (2010:3) "news aggregation and online reference sources, such as Wikipedia and micro-blogging sites such as twitter are also counted in the social media bucket". Social Media in general encompasses variety of virtual settings which allow consumers to work together, connect, intermingle, share and transfer data (Doyle 2010; 3 & Zheng et al., 2011:222). It encompasses readily available web devices through which persons from different walks of life can leverage for online interactions among individuals sharing an attachment or association (Wellman, 2011:2032). In the modern

age, social media is greatest medium for apparent, appealing, and cooperative transfer of knowledge, "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and allow the formation and exchange of client generated content" (Campbell 2010:193). Through Social media, real time unrestricted access to information is provided for. Furthermore, the medium supports interaction in the online world thereby facilitating formation of business and new personal relationships.

Social media comprises both the media and social components of communication. This implies that it not only offers a medium for acquiring information, but also makes available an opportunity for various entities to network with each other. It unlocks a new realm of client-centered communication (Oriedi, 2011:18) making the medium more popular. Moreover, "social media is used to facilitate governance, provide access to fundamental information and services, communicate with the public, and promote civic participation" (Wellman, 2011:2036). "These involves making information and interface to groups that are diverse in terms of; gender, race and ethnicity, age, socio-economic status, ability, disability, and learning style" (Burgstahler, 2009:216).

According to Musser and O'Reilly (2010:105) social media reveal the following features:

- Does not comprehensively depend on predefined application "behaviors" and structures. This offers an adaptive and flexible, strategy that authorizes apt solutions to advance in reference to real world needs and usage thus promoting real time cooperation as opposed to control.
- Empowers users to retrieve seamless information and actively network with the content developers.

- Promotes collective intelligence through seamless exchange of information amongst users.
- Allows users to effect applications conventionally from their ICT browsers hence subsequently controlling the social media platform data.
- Employs user friendly, simple and "lightweight" crossing points that do not call for expertise.
- Uses open and transparent technology standards that fast develop into open ecosystems.
- Social media require no gates or center of control under conventional media systems since its tools are significantly decentralized.

Social media offers a more diverse and interactive channel in realizing better communication in regard to quality, frequency, reach, immediacy, usability, and permanence contrary to historical traditional media. As Constantinides and Fountain (2008:14) pointed, "social media operates in a dialogic transmission system which involves many sources to many receivers connection". This contradicts the traditional media "that operates under a mono-logic transmission model with one source to too many receivers connection" (Wellman, 2011:2036).

2.2 Social Media in Organizations
The advancements in technology brought forth adoption of social media in organizational communication enabling the workforce to converse more effectively and effectively in a consistent and systematic manner. This gives the organizations a business competitive advantage and ensures that the overall organizations performance ensures returns on investments since "social media interactive process between organizations and consumers can provide an organization with information to adapt to the changing needs of consumers" (DiStaso et al., 2011:325)

Communications within organizations provides a guiding framework on how distinct stakeholders should engage during horizontal and vertical interactions and how such engagements influences organization functioning. Communication remains an indispensible dimension of any organization for the reason that "it connects each individual specific function and the group entity as a whole offering a means through which an organization is both formed and continually sustained" (Santra & Giri, 2009:100).

Organizations are able to build their organizational "personality" and corporate identity through "computer-mediated communication" "(CMC)"(DiStaso et al., 2011:325). This gives the employees a sense of belonging which is paramount in the establishment of positive organizational culture. Santra & Giri, (2009:100) noted that "The growing use of social media determines that corporate reputation is influenced not by what firms do or say but also by how internet users perceive their actions". According to Pate (2012:140) the usefulness of social networks is usually determined by their dimension. "Network that is not open to outsiders tends not be incredibly valuable to its consumers, as they will be limited to what and who they know. On the other hand, a network that is open to outside members provides their members the opportunity to meet new people with quite perhaps new suggestions, and new cultures". Thus, this gives various organizations, governments and businesses an opportunity to market and showcase their products, services and innovative solutions to a wider populace.

Facebook is the widely used application in social engagements amongst Kenyan organizations setting followed by "Twitter, YouTube, and blogs" (Mutula, 2011:3). The development appears to trail the universal acceptance of these channels for information transfer and use. Even though some lending organizations have facebook and twitter accounts, most of remain inactive. Correspondingly, "in some cases, particularly in public libraries, social media are not used for information facility purposes" (Mutula, 2011:5). Information professionals leverage such interaction to "provide wider access to information and knowledge; market library services through provision of current awareness services; dissemination of information; simple updating of information and services and offer quick and readily access to information" (Johnson, 2013:49).

Social media facilitates seamless communication and feedback circle on service provision in organizations. Additionally, social interactions supplement the information services with multimedia experiences; create an information-sharing culture supporting an open atmosphere that is fun to work amongst all workforces in organizations. "Social media facilitates virtual environments where colleagues seamless participate in the organizational operations and innovation initiatives" (Mutula, 2011:10).

2.3 Social Media Policy Approaches

The distinction between organizations and respective workforce communication on social media is suddenly blurring. With the advent of social interactions, institutions need a well laid policy to guide on social media engagements so as to keep the organizations brand, image and reputation and ensure employee online involvement (Dellarocas, 2012:1407). Firms must provide a framework to guide "social media" use in the place of work. Waning to provide a plan to oversee social interactions, employers may be responsible

for "regulatory and legal implications of their employees' social media use, such as for an employee's defamatory, discriminatory, or harassing social media message, comment, or tweet" (Dellarocas, 2012:1407). Employee social media engagements sometimes expose organizations to "employee leaks of sensitive company or customer information or for the improper use of the employer's intellectual property and trade secrets".

Government collaborations with relevant stake holders should provide adequate resources to sensitize both actual and potential clients the impact resulting from irresponsible and improper use of social media (Vaccaro and Madsen, 2009:117). In addition, an ideal policy framework should be developed to guide and mainstream social media application. In various situations, "a user create a social media account depending on the platform on application, links to a network of other individual users or groups, and uses the site or app to share content with and access information from other users" (Kietzmann et al., 2011:241). Turilli and Florida (2009:9) recommended the following practices in addressing particular social media nominal ethical matters:

- The creators should apply novel facets of media protocols, whether "adaptive." or "intelligent".

- Leveraging "unstructured centralized architecture" as opposed to the "standard one" in monitoring the general "bandwidth" use amounts "among the peers" of a "social media network"

- Provision of user literacy skills on responsible social media use for "conscientious behaviors"

Notwithstanding substantive indication proposing that organizations and administrations need to modernize their social media operations and integrate such interactions in formal

communication, "research shows that most organizations are still engaging in one way communication, and responding minimally to consumers through social media" (Waters & Williams, 2011:353). Lack of surveillance and sustained control of the "social media one-way interactions can make an organization susceptible to sometimes misguided actions of some social media users". In most cases organizations and various stakeholders find it difficult to accept "the lack of control associated with social media and not knowing what people might say or do" (DiStaso et al., 2011:325).

Consequently, to ensure effective interactions organizations should establish and implement framework that upholds application of relevant perimeters as found necessary to mitigate social media ills. This will ensure that organization and various publics maximumly benefits from social networking's and at the same time curb "internal and external negative consequences" posed in leveraging social media. Dellarocas (2012:1407) argued that "whether an organization is already well-established on social, or just beginning to build its presence online, it should have a social media policy". The policy will ensure that the organizations reputation is created and maintained, safe guard against security risks and legal infringements and will at the long run empower the work force to develop and share consistent messaging across all communication channels.

2.4 Use of Social Media as a Campaign Tool in Organizations

Social media is termed as a user-centered and hyper interactive communications enabling participatory knowledge creation and its subsequent sharing in a convenient and simple way. In spite of greater information savvy essential to use social media, social media technology is delivered via various user friendly tools therefore, institutions can leverage social media without paying much attention the technology on which it is embedded.

Most importantly, with the advent of Web based virtual communication knowledge can be rapidly and easily created and disseminated across to various publics (Barnes, 2009:313). This medium enhances cost effective information transfer via several multimedia such as broadcast, audio, photos and video.

Social media is a multidimensional mechanism facilitating organizational campaign and outreach programmes. It enables knowledge sharing and dissemination of massive information to wider coverage. Additionally, it supports development of online and virtual information outreach programs, and tailor-made effective information delivery services. This is vital for sustained cooperation and collaborations. As a result, according to (Wasike, 2013:28) organizations should:

- Champion social media lifelong learning activities.

- Keep abreast with emerging technology trends and expected expertise.

- Understand and leverage new social paradigms and information contexts emerging with the advent of web based environments.

- Offer strategic direction and support information groups and communities en route for augmenting social media accessible resources. This would consist of updates on current news and events, posts on resource centre and referral service support, links to information articles and community information (Burkhard, 2010).

2.4.1 Benefits of Social Media Platforms

The onset of social media brought in diverse opportunities through which an organization communicates (Aula, 2011: 28). An institution for example has an opportunity to excerpt

unchanged and unfiltered thoughts and opinions amongst people in real time cost effectively (Dellarocas, 2012:1407). Additionally, an active relationship amongst patrons and institutions can be actualized (Hennig-Thurau *et al.*, 2010: 312) ensuring cooperation with stakeholders for efficient service delivery (Barnes, 2009:201). Social media channels offer unconventional networks for effective communication. However, every player within and outside the organization has to play a proactive role. The advancement of social media and internet connectivity coupled with availability of techno savvy gadgets over the preceding dispensation has offered the young population more specifically adolescents a platform with copious benefits, comprising "access to information, social support and far-reaching communication tools" (Ellison et al., 2011:52). Therefore, social media interaction exposes humanity to numerous opportunities to explore, discover, experiment and learn "with one's identity and social networks" (Aula, 2011: 28).

According to Bertot et.al, (2010:53) social media provide the following opportunities:
•Democratic engagement and participation in which social media technologies are applied to involve publics in nurturing participatory conversation and dialogues geared toward inclusive policy development and proactive implementation.
•Co-production whereby governments engage various publics in a joint development and implementation of customer oriented services for an improved service delivery.
•Customer based innovations which entail pursuing innovation through talent mining and knowledge empowerment to advance innovative solutions that solve societal issues.
Society for human resource management (SHRM, 2012:1); also notes social media platforms:

- Reduce external communication costs.

- Improve collaboration and innovation opportunities.

- Permits workforces to "discuss ideas, ask questions, post news, and share links".

- Enables unstructured interaction, information discovery and delivery.

- Offers a chance to broaden business acquaintances and networks.

- Makes an effective and useful recruitment tool since it can spontaneously reach s a wide-ranging audience.

- Rallies business client base, reputation and standing and with negligible advertising.

- Delivers communication, cheers promotion campaigns, advances market analysis and research, and directs information seekers to relevant information sources.

2.4.2 Challenges of Social Media Platforms

Social media expertise embrace various opportunities to transform organization interactions by providing means for interactive and instant engagement amongst various stakeholders and ever more pervasive nature for democratic and collaborative participation. Bertot et.al, (2010:53) pointed out that "government agencies are increasingly using social media to connect with those they serve". Nevertheless, intermingling through social media presents a number of challenges regarding "privacy, security, data management, accessibility, social inclusion, governance, and other information policy issues".

Other challenges to social media use take account of "overuse at the expense of offline activities, exposure to inappropriate content and negative social interactions such as cyber-bullying" (Collins & Shaw, 2011:761). Wasike (2013:13) discusses the following

criticism of use of Social media**:** Failure to authenticate, verify and qualify information in regards information explosion, self-disclosure for minors, higher ratings for detrimental content and promotion of tolerance instead of sensationalism in social media interactions. Additionally, "censorship" is a weighty matter in "social media". Usage of false name and "pseudonyms" on the platforms infringes use agreements.

Too often, social media sites face government pressure to censor information thus infringing on the public's right to unlimited access to information. Collins & Shaw, (2011:761) pointed out that, "bearing the technological dynamics essential for effective social media interaction, literacy programmes to both actual and potential users is of paramount importance". Bibliographic organization of information resources remains vital to efficient storage, retrieval and dissemination of any collection. Social media offers a vast multidisciplinary information and knowledge which is unreliably and loosely indexed owing to the fact that the medium is "a global village's vanity press with no editorial board and no editorial principles" (Lundsay, 2010:1).

2.5 Social Media Ethical Issues

Enforcing ethical behavior in social interaction remains compromised due to weak conformity mechanisms. Facebook for example has declarations on user responsibilities, privacy policy and rights, that manage interactions amongst its users (Lundsay, 2010:1). Communications via social forums remain puzzling for the reason that it raises many compliance and ethical concerns such as user exploitation, identity distinctiveness, surveillance and privacy which must be proactively managed. These concerns are based on normative theories aiming to advance best social behavior practices. Normative

theories present "ethics" as a "human concern" centered on social media interactions and information. (Orlikowski & Iacono, 2011:129). "When individuals control which technology is to be deployed, systems with preventative measures against unethical outcomes and user behaviors can be designed" (Johnson, 2013:16).

According to UNESCO (2016:1), unlimited and remote communication ought to be anchored on ethical aspects, principles and policies that promote adherence to ethical values in all social media settings. For instance, explicit ways that ensure only valid users use respective platform ought to be put in place since the means to verify reliability, honesty, accuracy and integrity of social means and communication sites is still wanting. The social media setting thus discloses a number of gaps through which users' legitimate rights may be interfered with as a result of technology inadequacies, indecision by service providers', predacious actions, exclusive privileges of providers, inadequate government policy involvement, and user criminal behavior (Wasike, 2013:8). Oriedi (2011:18) observed that "a number of sportsmen have used their Facebook and Twitter accounts as platforms to express their anger, where they write vulgar comments so as to attack coaches and fellow players", while, Johnson, (2013:16) suggested that "none is safe on social media, since various people use the platform to spread rumors, post nude pictures, or even just poke fun at a celebrity".

In addition, Lundsay (2010:1) alludes that "social media may be abused by its users in many ways such as ill use of company resources; wasted work time, expose the company's ICT's to unnecessary risks and threats, disclosure of non-public information to unintended audience, harassment, fraud, conflicts of interest, personal reputational and

privacy rights damage". The inferences of research in this view permits consideration of use and the impacts of technology (Introna, 2007:13) and the means through which ethical issues should be addressed.

2.6 Social Media and the Campaign against Alcohol and Drug Abuse

Social mass media are massively well-known and habitually accessed by "adolescents and young adults" (Lenhart, 2015:10). Young people have been nicknamed the "digital generation" or "digital natives" owing to the fact that currently the youngsters are exposed to ICTS during their childhood and are expected to fully grow up with immense contact to computers and internet interactions (Palfrey & Gasser, 2012:5). Currently, 90% and above of young people admit engaging online interactions on a daily basis and almost 25% of teens accent to the finding that they "almost constantly" participate in online dealings (Lenhart, 2015:10). Social Media linkages may promote substance use activities amongst individuals as a result of uncontrolled discussions on "prevalent drugs of choice amongst peers within the network as well as the interpersonal dynamics among network members" (Moreno et al. 2010:418). Santra and Giri (2009:105) note such discussions involve a self-motivated process which drives past normal transfer and exchange of information and knowledge, but then again somewhat pursues to influence specific individual behavior. Lenhart, (2015:10) found out that "whereas health-risk behaviors and effects are commonly displayed on social media sites, negative consequences of these behaviors are not frequently noted". A research to ascertain destructive consequences of "alcohol use" conducted amongst of late teenagers, revealed that "displays of behaviors such as hangovers or embarrassment, on social media sites were rare" (Moreno et al. 2010:418). Findings in prior studies in other "health-related" fields

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demonstrated that "Twitter can be used to identify behaviors or intentions across populations" (Lenhart, 2015:10).

Palfrey and Gasser (2012:5) studied keywords that had the same meaning with the e word "drunk" from a sample population of "over 5 million tweets from users selected to be geographically representative of the U.S. population". The findings revealed that "tweets associated to intoxication peaked between the hours of 10 p.m. and 2 a.m. and were more prevalent on Friday and Saturday nights". Likewise, the percentage of tweets connected to intoxication was "0.53 percent over the New Year's holiday weekend, compared with 0.34 percent during non-holiday weekends". These outcomes concur with other studies stressing increased risk for alcohol use problems escalating "during holidays and other specific events" (Moreno et al. 2010:418). Consequently, "the timing of tweets about alcohol behaviors and activities compares with the times when the heaviest drinking and highest proportion of alcohol-related motor vehicle crashes are known to occur".

2.7 Empirical Studies

Organizations' have acknowledged the increasing utilization of social media platforms for both vertical and horizontal communication. This could be anchored on the fact that average expenditure son "Web 2.0 technologies" has tremendously increased in recent past. Forrester Research pointed out that "social media usage was at 4.6 billion US$ globally in 2013" (Young et al., 2008:10). "In 2009, 43 percent of the fastest growing private companies in the USA (Inc 500) judged social media to be very important for their business, while 91 percent used at least one social media tool and most commonly social networking platforms" (Barnes and Mattson, 2009:1). "Many studies have

addressed the potential positive impacts of social media" (Bauer, 2007:8; Pleil and Zerfass, 2010:511; Ruisinger, 2007:1).

Campbell (2010:201) predicted that "social media would become the third most important channel or instrument for public relations by 2013 based on the platforms increasing use and importance". Subsequently, it is important to note that "coping with social web and digital evolution" is an emerging need for communications management that cannot be ignored across board (Zerfass et al., 2010:276). Tejas and Marteen (2015:5) explored "the effects of social media on college students in India". The study problem was based on the fact that students in colleges are provided with ICTs as learning and teaching aid. This prompts them to always engage on online information searching and seeking activities. Therefore "most students access the Internet and they spend considerable time on chatting, checking their email, their Facebook profile, updating their Twitter accounts and their LinkedIn account which is not only limited to daytime but also to all night browsing".

Natascha and Ute (2014:6) conducted a research titled 'social media and its effects on individuals and social systems. Their study demonstrated the existing state of affairs of social media "in terms of facts and figures before deepening selected aspects of new forms of virtual interaction". The study found out that there is an extensive array of various understandings interrelated to "usefulness of social media as a powerful source of communication and learning". Zerfass et al., (2010:276) carried an "empirical study on the usage of social media in German B2C-Online stores". The study focused on "social media features of the 115 highest-grossing German B2C-online stores from the years 2010 and 2011". The findings showed that an online store on average implemented at

least 5 social media focusing on publicizing and marketing the enterprise product products to a targeted audience. The implemented types ensured that "customer reviews and ratings and the sharing and liking of product details" were clearly provided for and could easily be tracked for effective periodic monitoring.

Hayta (2013:70) research on "effects of social media on young consumers' buying behaviors" findings point out that social media applications generate a statistically noteworthy alteration on buying conducts of customers as per their educational level and age group. Zerfass et al., (2010:276) research work on "impact of social networks and mobile technologies on the revolutions in the Egypt and Tunisia" indicated that" revolts in Tunisia and Egypt led to the first digital revolution in the Arab world". Social media sites, such as "Twitter" and "Facebook", are recognized as critical applications and media that facilitated the 'Jasmine Revolution'.

The willingness and preparation of Mubarak administration to wedge Egypt internet connection confirms the power and role of technology adoption and execution in enabling political change in dynamic government establishments. "The tenacity of the social movements that are still on-going in the Arab world continues to demonstrate the important role that networked technologies such as the internet, satellite channels and social networking sites play in revolutions". Such uprisings exhibit a means of leveraging "social media" and other "network technologies" effectively in organizations and other establishments in resisting sitting leaders and future régimes.

Njoroge (2013:14) researched on "the impacts of Social Media among the Youth on Behavior Change: A Case Study of University Students in Selected Universities in Nairobi, Kenya". Findings of the study revealed that "Most of the youth were on social media with Facebook, Whatsapp and Twitter leading in usage". The young people commonly embraced social media communication to engage with their friends and converse with family members.

The fact that most youngsters were born in the digital evolution era, most of them depended on technology application in their day to day operations. The study alluded to several challenges posed by social media adoption and recommended a need to train teenagers and adolescents on sustainable social media usage .in addition relevant stakeholders should develop and implement a framework to guide young people interaction across various social media platforms; this will facilitate coaching and mentoring of holistic "with face to face communication skills". In addition, stakeholders should plan and organize social events meant to give the young people an opportunity to physically interact and mingle.

2.8 Knowledge Gap

Despite increase in interest in the effects of social interactions, only a few scholars examined leveraging social media as an effective media tool for getting citizens involved in organizational activities and marketing of an organization products and services. Although a few important attempts have been made to investigate which mechanisms explain the beneficial effect of social media use (Lee & Shin, 2012: 515; Lee &Oh, 2012:933:), there is still very little understanding of how social media can be used as a

campaign strategy especially on curbing the use of alcohol and drug abuse. Moreover, considering the information explosion boom, only a few institutions have the desired strategies, skills and structures essential for a long-lived social media success strategy. The study would fill this gap as it specifically, investigated the use of Social media platforms in the campaign against ADA in Kenya and assessed whether NACADA has the necessary skills and strategies for sustained utilization of Social media as a campaign strategy against alcoholism and substances abuse.

2.9 Conceptual Framework

The Conceptual Model used in this study helped in showing the relationship amongst the variables identified in the study as important to the research problem. The framework as illustrated in Figure 2.1 pg.29 is based on the independent variable (Alcoholism and drug abuse) and dependent variables (effective social media campaign platforms, training and awareness on the use of social media platforms and sustainability strategies on social media platforms). Working on the dependent variables by setting down effective social media platforms, carrying out awareness and training on how to use the social media platforms will lead to enhancing sustainable platforms by laying down policy frameworks on use of social media platforms hence leading to the attainment of the main goal of fighting alcoholism and drug abuse.

Figure 2.1: Conceptual Framework

Independent Variable   **Dependent Variables**   **Outcome Variable**

| Alcoholism and Drug Abuse | → | • Effective Social Media Campaign Platforms.

• Training and Awareness on Use of Social Media Platforms.

• Sustainability Strategies of Social Media Platforms | → | Effective Use and Control of Social Media Platforms to Curb Alcohol and Drug Abuse |
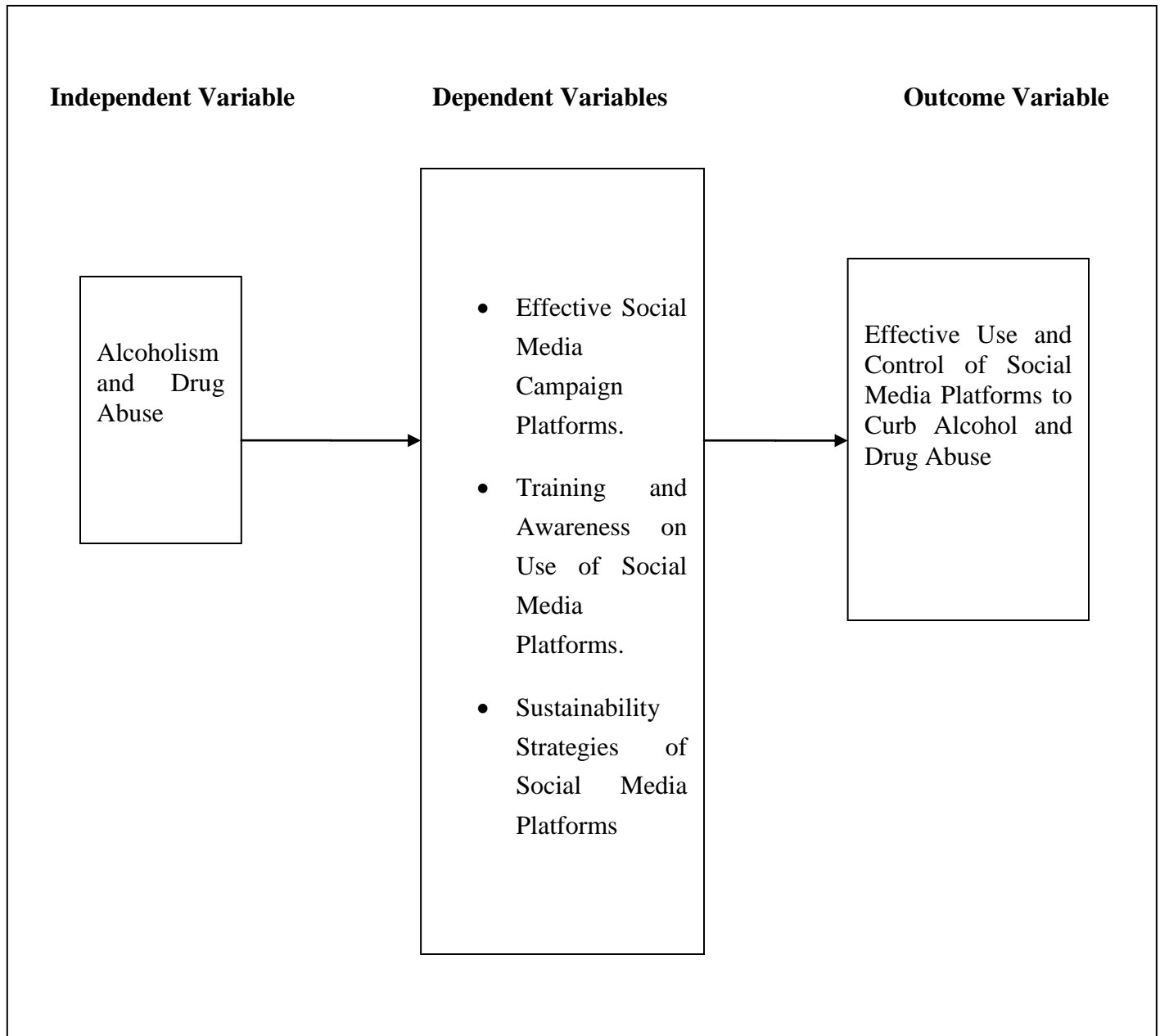
Source: (Researcher, 2017)

2.10 Chapter Summary

This chapter discussed social media platforms in relation to the research objectives. It began by discussing social media platforms and its characteristic, its extent of application in organizations, ethical and policy issues. Additionally, Social media as a campaign tool in organizations, strengths and criticisms with the use of social media in organizations, empirical study, and knowledge gap were discussed. The chapter was wrapped up by the conceptual framework.

CHAPTER THREE
RESEARCH METHODOLOGY
3.0 Introduction

The section outlines study design, area under investigation, target population, sample size and sampling techniques, data collection methods, research instruments, procedures used in data analysis and ethical considerations.

3.1 Research Design

Johnson (2013: 31) defines research design as an outline, a design, or an approach employed in getting the outcomes of a study. Mugenda & Mugenda, (2012:17) explains design in research assignment as a strategic arrangement and approach of investigation perceived, to acquire answers to the research questions. It entails "understanding conditions for collection and analysis of data" in a manner that pools their "relationships with the research to the economy of procedures". A descriptive research design was used in this study. Descriptive survey of NACADA was used to collect data on social media platforms used in ADA campaigns. Descriptive survey provides a "snapshot of the populace at the definite time, permitting assumptions about phenomena across an extensive population to be drawn" (Shuttleworth, 2010: 4).

This design is suitable for this research for the reason that it is apprehensive with clearly defined problems with definite objectives as the study purposed to investigate the use of social media in ADA campaign problem at the national lead agency mandate to oversee alcohol and drug use problem. Kothari (2013:50) note that "descriptive research design is appropriate to describe and portray characteristics of an event, situation of a group of people, community or a population". Mixed method approach involving both qualitative and quantitative research designs was also used. Qualitative approach was used to

explore and understand people's experiences, beliefs, attitudes, behavior and interactions to give systematic empirical investigation of social phenomena. Quantitative method employed use of statistical and computational techniques. Combining both qualitative and quantitative methods were ensure that "contradictions and fresh perspectives emerge therefore enhancing increased validity of the research developed, create new lines of thinking and complement the available information" (Flick, 2009: 23).

3.2 Area of Study

The research was carried out at NACADA headquarters, Nairobi as it's the main centre for the dissemination of drug and alcohol abuse related interventions in the country. In addition, the headquarters supports national main programs which include: providing life skills, preventive education, treatment, rehabilitation, public awareness, and psycho-social support to the general public; which provided a snap shot of the social media platforms used to curb the vice.

3.3 Target Population

Kothari (2013:50) defines population as "a set of objects and events" or "group of people" which is the purpose of research, and about which the researcher seeks to define the characteristics. A population is a "large group of individuals or people, or items under consideration for statistical purposes". Target population refers to a "group of individuals to which the researcher would like to generalize his/her results from". The target population of this research was the respondents from NACADA staff and NRC clients. The staff were selected from the listed units namely; Public relations, Resource Centre, Alcohol and Drug Control Act, Monitoring and evaluation, Research unit, Public education and advocacy, Treatment and Rehabilitation and Policy and Planning as they

deal with conducting surveys and outreach programs in the organization. In addition, respondents from NRC clientele gave views and opinions on the utilization of social media platforms in campaigning against ADA.

3.4 Sample and Sampling Techniques

3.4.1 Sample Size

Sample size involves "the number of participants chosen from the whole population to participate in a research or study" (Ngoako, 2011: 10). Census sampling technique employing the use of purposive sampling was used in the study as indicated in Table 3.1 pg.34. In this technique information about all the members of a given population is systematically acquired and recorded hence the sample size is equal to the population size (Baffour et.al, 2013:408). Kothari (2013:55) also emphasizes that when all the objects in the target population have credible information for the research problem, all the elements in the population are covered ensuring no element of chance is left out and high accuracy is obtained. Consequently, the primary consideration in purposive sampling is to "select a sample of objects who can provide objective information to the research problem" (Kumar, 2005: 179). This method was ideal for the study because of the small size of the target population and therefore enabled the study to get in-depth information rather than generalized broad understanding of the research questions. Questionnaires were administered to all staff and clients in the targeted sections. Table 3.1 pg. 34 offers a summary of the sample size.

Table 3.1: Sample Size

Respondents	Sample Size
Public relations	1
Resource Centre	1
Alcohol and Drug Control Act	1
Monitoring and Evaluation	2
Research Unit	2
Public Education and Advocacy	4
Treatment and Rehabilitation	8
Policy and Planning	1
NRC Clients	100
Total	**120**

Source: (Researcher, 2017)

3.4.2 Sampling Techniques

Sampling refers to the process a scholar uses to gather the objects of study. It is a procedure of choosing a sum of characters or objects for the intended study from a population. "The process should ensure that selected group contains elements representative of the characteristics found in the entire group" (Mikkelsen, 2014:72). The population was stratified into nine homogenous groups which are Public relations unit, Resource Centre unit, Alcohol and Drug Control Act unit, Monitoring and evaluation unit, Research unit, Public education and advocacy unit, Treatment and Rehabilitation unit, Policy and Planning unit since they deal with tasks geared towards research, implementation of policies and programs of curbing ADA and NRC Clients as they were the main non staff patrons continually accessing the authority's knowledge base.

The technique ensured a more representative sample of the population is chosen and ascertain that no chance is left out for any error in the sample to occur (Babbie, 2010: 102). The population was grouped into these categories hence forming nine strata each having homogenous characteristics. The researcher administered questionnaires to all the

respondents in the sample size as they were purposively selected for the study to enable

the researcher acquire in-depth information on the research topic. The stated being the

case, all the respondents in the sample size was eligible to take part in the study.

3.5 Data Collection Methods

Data collection refer to the means and ways of "collecting and determining information

related to study variables in a conventional and systematic manner that aids in responding

to research questions, help in testing and analyzing hypotheses and evaluating outcomes"

(Kothari, 2013: 95). The research tools designed to aid in the study should suite the

selected objects of the study and ensured set research objectives are met. The study

employed the use of questionnaires and document reviews to gain data and information

on the study as discussed.

3.5.1 Questionnaires

To ensure that appropriate information for the study captured, two set of questionnaires

were developed; one for staff and the other for NRC patrons. The questionnaire had brief

instructions on how the respondent is to respond to the queries. The questionnaire was

subdivided into two parts, the first part sought to gather information regarding the

demographic characteristics of the respondents and the other sections aided in responding

to the research questions of the study. To collect information relevant to the study, the

researcher administered the questionnaires to the respondents personally. Closed ended

questions were used so as to get objective information on the study. Open ended were

also used to get respondents other opinions. Questionnaires were preferred for this study

because they produced quick results; it was free from the bias of the interviewer and was

completed at the respondents' convenience. The researcher used questionnaires as data

collection instruments for the research. A 5-point Likert scale was applied and it expressed a series of statements that express the respondents views from strongly agree to strongly disagree. In addition to the primary data, secondary data was used and collected through desk top research technique as this was most appropriate for literature and materials on social media. The researcher explained the individual role each participant was expected to play in the study. In addition, the significance of providing honest information was emphasized and a cover letter to that effect forwarded the questionnaire.

3.5.2 Document Reviews

Document reviews "is a practice of qualitative research in which documents are interpreted by the researcher to give the research topic meaning and a voice" (Mikkelsen, 2014:33). The study incorporated using internet tools such as Google scholar, Yahoo, databases and scholarly peer-reviewed journals as the nature of the study requires the researcher to carry out document analysis of literature and content written on social media platforms and compare with the ones available at NACADA in order to give a wide view on the research topic.

3.6 Research Instruments

3.6.1 Pilot Study

The researcher should ascertain the feasibility and viability of the study to be undertaken. This was achieved by ensuring that Pre-testing of data collection tool is done before the actual data collection is carried out. Data collection instruments were pretested at the Ministry of Health- Addiction and Substances Abuse Treatment Unit.

Mugenda and Mugenda (2012:44), proposes that "individuals to be engaged in pre-testing could range from two to ten". Most importantly, "the pre-tested individuals should reflect the actual population of the respondents that was involved in the actual study". The pre-testing included variables, methods, language, content and techniques of the study instruments. After pretesting, the questionnaire was revised to fit the purpose and drive of the research study.

3.6.2 Validity

Validity of the study was measured after administering the questionnaires to respondents not included in the study population to help validate the information collected. The questionnaire was keenly crafted to ensure that it covered all research objectives in order to address all underlying issues under investigation. The researcher also sought evidence from the literature available on social media as a campaign tool against ADA. Through this, comparisons were made with statements of respondents in the current study. Information from secondary sources like books, journal articles and related findings were used in interpreting the findings.

3.6.3 Reliability

The reliability of the tools of data collection was conducted during the pilot study to determine whether the results produced are reproducible and consistent. This helped to determine whether the questionnaire is capable of yielding similar results even when administered to same people but in different occasions. Moreover, a different set of respondents were chosen and administered the same questionnaire but in different occasions to determine whether the answers are consistent.

3.7 Ethical Considerations

Ethical considerations that ensure concealment of participants' identity, confidentiality, discretion and avoidance of deception are very important issues in any research endeavor. Ensuring that such a study meets ethical principles for research is important. A letter of introduction and authorization from the University was provided as a request for permission to conduct the study. Respondents participated in the research activity out of their own will and no bribery and coercion was done. The study also protected the respondent's confidentiality by not capturing names and other means of personal identification. Intellectual honesty was ensured and no any forms of plagiarism were practiced by the researcher. Moreover, the purpose and drive of the study was elaborately explained to respondents before and during actual data collection.

3.8 Data Collection Procedures

A researcher needs to develop instruments with which to collect data. "The most commonly used instruments are: questionnaires, interview schedules, observational forms and standardized tests" (Kothari, 2013: 95). The study employed use of questionnaire in data collection since they offer an efficient and convenient way of gathering data within limited resources and time constraints. In addition, document reviews was considered in the data collection process. Primary data was collected for the drive of investigating social media platforms used in the fight against alcohol and drug at NACADA. Primary data was collected using questionnaires and document reviews. The questionnaire designed in this study was divided into two parts. The first section sought the responses on the respondent's demographic characteristics. Questions on variables of the study were addressed on section two which was aligned to the research objectives to ensure

objectivity of the study and facilitate easy analysis. Additionally, document reviews provided substantive information in regard to the research objectives and hence enable the researcher to study what is on the ground and compare with the available literature so as to give a wider perspective on the research topic.

3.9 Data Analysis and Presentation

Data analysis and presentation involved assessing and evaluating the questionnaires and providing discussions on the literature reviewed. The data collected from the field was assessed and comparison made so as to select the most accurate and quality information from the feedback given by various respondents. Descriptive statistics were used to analyze the data. Tables of frequency distribution were used to show different patterns of data categories. The frequencies were then translated into percentages to ensure comparison amongst groups of different sizes. After data collection, the data was edited to check for completeness, accuracy and uniformity and subjected to series of manual checks for cleaning purposes. The data was then coded using excel computer code sheets to aid in computer data entry while Statistical Package for Social Sciences (SPSS) was used to manage, analyze and display data keenly addressing the aim, objectives and research questions of the study.

The SPSS software facilitated faster data analysis since items such as graphs; pie charts are generated automatically given information on the variables. Qualitative data was analyzed through checking out the patterns/themes that emerge and comparisons and variables drawn from the collected data. The analysis close to raw data, which was in the words of the respondents and context based was quantified by converting into numerical codes and then analyzed using SPSS. This involved some form of counting or assign

numerical representation whereby words and themes were converted into numbers and percentages and frequencies of each response calculated.

3.10 Chapter Summary

This chapter has described the research design of the study, the sample population, described the procedures used in designing the instrument and collecting the data, and provided an explanation of the statistical procedures used to analyze the data. The chapter also sought the validity and reliability of the study. The chapter also indicated the area of pilot study, ethical issues to be adhered to, data analysis and presentation in relation to the stated study questions and objectives.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS, INTERPRETATION AND DISCUSSIONS

4.0 Introduction

This chapter covers data analysis and interpretation of the results obtained from the study as stipulated in the research methodology. The organized data obtained from the research questionnaire was cleaned, sorted and coded prior to the analysis. The coded data was entered in the SPSS software and output obtained in relation to the research objectives. The results presented are on the relationship between social media platforms and the campaign against alcoholism and drug abuse in Kenya where the focus was on NACADA. The research instrument comprised of both structured and unstructured questions aimed at drawing relevant information for this study. Descriptive techniques were used to analyze the data. The data obtained was used to compute the proxies used to investigate the link between social media platforms and the campaign against alcoholism and drug abuse in NACADA, Kenya. The main sections covered here include response rate, background information and chapter summary.

4.1 Rate of Respondents

Rate of respondents involved the computation of the response from the questionnaire returned. The questionnaires were personally administered to the respondents. The respondents included staff in Public relations, Resource Centre, Alcohol and Drug Control Act, Monitoring and Evaluation, Research Unit, Public Education and Advocacy, Treatment and Rehabilitation, Policy and Planning sections.

Registered Resource centre clients who interacted with the information centres on regular bases were also involved. The whole population of 120 respondents was selected for the study as shown on Table 4.1 below.

Table 4.1: Questionnaire Response Rate

Respondents	Distributed	Returned	Percentage
Staff	20	20	100
NRC Clients	100	85	85
Total	**120**	**105**	**87.5**

Source: (Researcher, 2017)

From the results above, 105 questionnaires were returned representing a response rate of 87.5% while 15 questionnaires (12.5%) were not returned. According to Mugenda and Mugenda (2012:12), 50% response rate is adequate, 60% is good, while 70% and above is rated to be very good. This implies that based on this assertion, the response rate of 87.5% in the case of this study is therefore very good for analysis, drawing conclusions and making recommendations. Based on such consideration, the response rate provided adequate data to proceed with the analysis.

4.2 Background Information of the Respondents

The background information breaks down the attributes of the study population. Several features to describe the respondents and the organization were used. The top, middle and low level management staffs who directly deal with the day to day alcohol and drug abuse campaign programs of NACADA were involved in the study since they are the ones conversant with the outreach activities to the general public and the Resource centre

clients who interacted with NACADA information resources on regular bases. In order to get the background information on social media platform interactions on alcoholism and drug abuse campaigns, the respondent's demographic data was investigated in the first part of the questionnaire. They are presented in this section under respondents' gender, age bracket and highest level of education.

The question of gender was considered important in the study primarily because it aided to get a balanced view from both males and females. The results presented in Figure 4.1 below, concern the distribution of respondents in relation to gender. From the results, 62.9% of the respondents were male while 37.1% were female. The results show that the organization studied has both male and female stakeholders and opinions conveyed in these outcomes can be taken as representative of the views of both males and females.

Figure 4.1: Gender of the Respondents
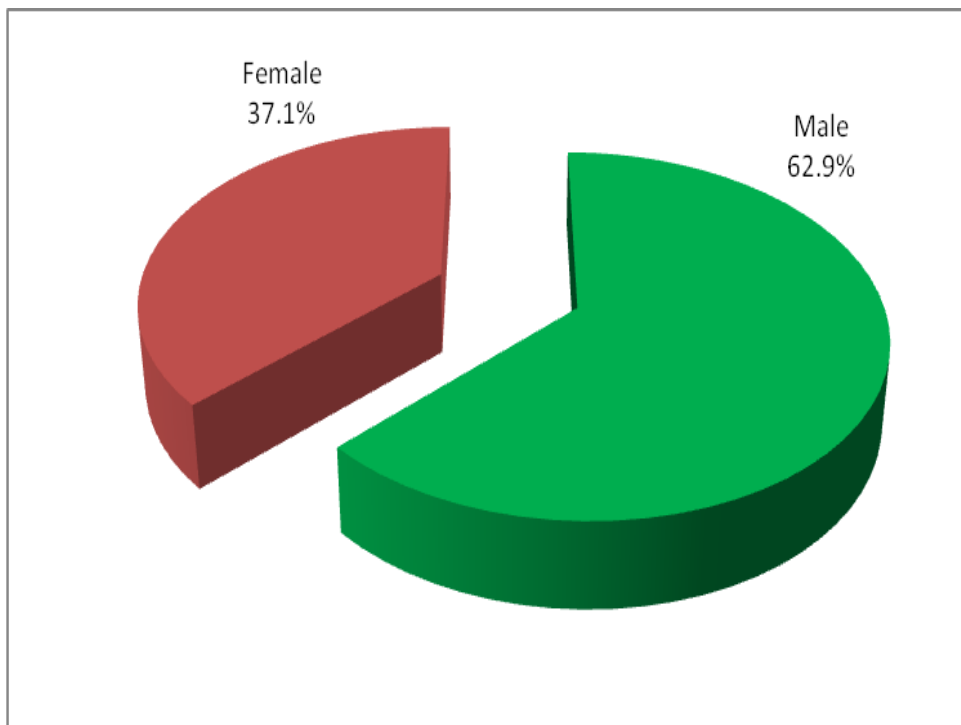
Source: (Researcher, 2017)

The study further sought to establish the highest academic qualifications attained by the respondents. Majority of the respondents had at least a college diploma. Accordingly, most of the respondents had attained a bachelor's degree level of education, followed by another category who had attained a secondary level of education, while only a small proportion of them had master's and PhD level of education. These results imply that majority of the respondents had at least a college level of education and therefore had an understanding of the data and information pursued by the study. These outcomes further indicate that all the respondents were academically qualified and also familiar with the use of social media in fight against drug and alcohol abuse.

This study sought to investigate the composition of the respondent in terms of age. The study requested the respondents to indicate their age brackets. Majority (comprising 30.5%) of the respondents indicated that they were aged between 30 and 35 years. In addition, 24.8% of the respondents reiterated that they were aged between 35 and 40 years, 17.1% of them indicated that they were aged between 25 and 30 years, 15.2% of the respondents were aged between 40 and 45 years. Further, 4.8% were aged below 25 years as well as 45 to 50 years, while 2.9% of the respondents indicated that their ages were 50 years and above. The results depicted in Figure 4.2 pg.45 show that the respondents were well distributed in terms of age and that they are active and keen embracing technological advancements in their operations and environments consequently, they can contribute constructively to the study.

Figure 4.2: Age Brackets
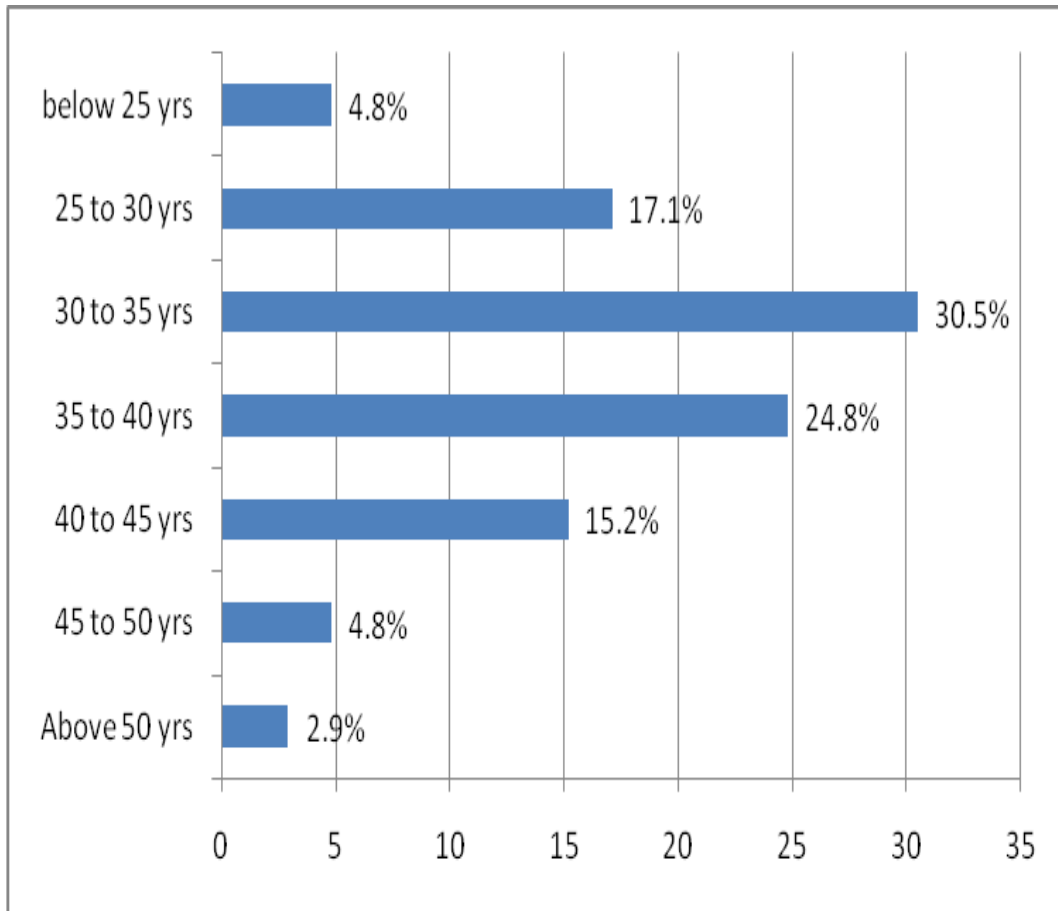
Source: (Researcher, 2017)

4.3 Social Media Platforms in Campaign against Alcohol and Drug Abuse

The first objective of the study sought to examine the influence of social media platforms in the campaign against alcohol and drug abuse at NACADA. Accordingly, the respondents were required to indicate their level of agreement with various statements on the influence of social media platforms in the fight against alcohol and drug abuse as captured in Table 4.2 pg.46.

Table 4.2: Social Media Platforms in the Campaign against Alcohol and Drug Abuse

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Advocacy	0	8.0	30.1	40.7	21.2
Leads to minimal use of drugs and alcohol abuse	0	3.1	45.8	45.8	5.2
Creates awareness on dangers of abusing drugs and alcohol	0	17.6	26.9	47.2	8.3
Markets Services and Products	0	2.3	44.2	53.5	0
Provides forum for individuals to interact	0	2.1	39.6	54.2	4.2
Shares the organizational information	18.7	12.5	14.6	25	29.2

Source: (Researcher, 2017)

From the results above, majority (40.7%) of the respondents agreed while 21.2% of them strongly agreed that advocacy influences the fight against alcohol and drug abuse as compared to 30.1% of those who indicated neutrality and 8.0% of them disagreed with the same. An overwhelming 54.2% of the respondents agreed and 4.2% strongly agreed that social media provides forum for individuals to interact while 39.6% of them indicated neutrality and 2.1% of them disagreed with the same. 45.8% agreed as well as another 45.8% who indicated neutrality with that use of social media platforms in the fight against alcohol and drug abuse lead to minimal use of drugs and alcohol abuse as compared to 5.2% of those who strongly agreed and 3.1% disagreed. Further, 53.5% and 44.2% of the respondents respectively agree and showed neutrality with that social media markets services and products necessary for fighting alcohol and drug abuse.

In addition, 47.2% of the respondents agreed that social media creates awareness on dangers of abusing drugs and alcohol and 29.2% and 25.0% of the respondents respectively showed strong agreement and neutrality with that social media shares the organizational information. From these results, it is evident that NACADA has embraced social media in marketing of its services and products and as a means of socializing and as a venue for discussion and campaign for social change. This findings concur with Bertot et al., (2010:53) that social media provide great opportunities for democratic engagement and participation in which social media technologies are applied to involve publics in nurturing participatory conversation and dialogues geared toward inclusive policy development and proactive implementation, co-production whereby governments engage various publics in a joint development and implementation of customer oriented services for an improved service delivery and customer based innovations which entails pursuing innovation through talent mining and knowledge empowerment to advance innovative solutions that solve societal issues.

This also confirms Society for human resource management (SHRM, 2012:1) finding that social media platforms reduce external communication costs, improve collaboration and innovation opportunities, permits workforces to "discuss ideas, ask questions, post news, and share links" and enables unstructured interaction, information discovery and delivery. In addition, it offers a chance to broaden business acquaintances and networks, makes an effective and useful recruitment tool since it can spontaneously reach s a wide-ranging audience, rallies business client base, reputation and standing and with negligible advertising and delivers communication, cheers promotion campaigns, advances market analysis and research, and directs information seekers to relevant information sources.

Social media facilitates seamless communication and feedback circle on service provision in organizations. Additionally, social interactions supplement the information services with multimedia experiences; create an information-sharing culture supporting an open atmosphere that is fun to work amongst all workforces in organizations.

4.4 Social Media Campaign Policy

The second objective of the study was to assess social media campaign Policies adopted by the organization in the fight against ADA. In this regard the respondents were required to indicate whether NACADA has functional social media campaign policies. As shown in Figure 4.3 below, an overwhelming majority of the respondents (comprising 68.6%) indicated that NACADA has functional social media campaign policies, while 31.4% of them indicated contrary view.

Figure 4. 3: NACADA has Functional Social Media Campaign Policies
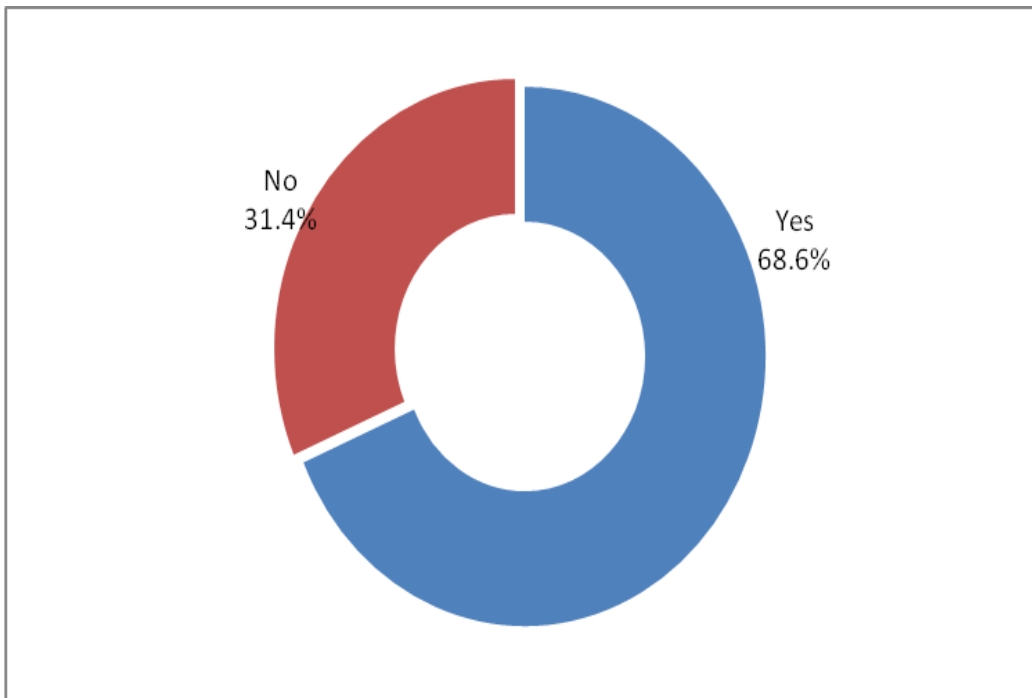
Source: (Researcher, 2017)

The study also required the respondents to rate the role of social media campaign policies in spear heading alcohol and drug abuse campaign at NACADA. From the results shown in Figure 4.4 pg.50, 64.8% of the respondents unanimously reiterated that social media campaign policies are highly important in spear heading alcohol and drug abuse campaign at NACADA. Further, 21.9% of them indicated that social media campaign policies are important in spear heading alcohol and drug abuse campaign at NACADA, while 13.35 of the respondents reported that social media campaign policies are not important in spear heading alcohol and drug abuse campaign at NACADA.

These results imply that social media campaign policies have a great effect on campaign against alcohol and drug abuse at NACADA. Nicole (2012:54) recounted that "social media policies have the potential to fill important gaps in the current understanding of alcohol and drug use and to improve the efficacy of substance abuse interventions". According to UNESCO (2016:1), unlimited and remote communication ought to be anchored on ethical aspects, principles and policies that promote adherence to ethical values in all social media settings. Therefore as Dellarocas (2012:1407) pointed out, with the advent of social interactions, institutions need a well laid policy to guide on social media engagements so as to keep the organizations brand, image and reputation and ensure employee online involvement and that firms must provide a framework to guide "social media" use in the place of work since employee social media engagements sometimes expose organizations to information improper use.

Figure 4.4: Social Media Campaign Policies in Alcohol and Drug Abuse Campaign
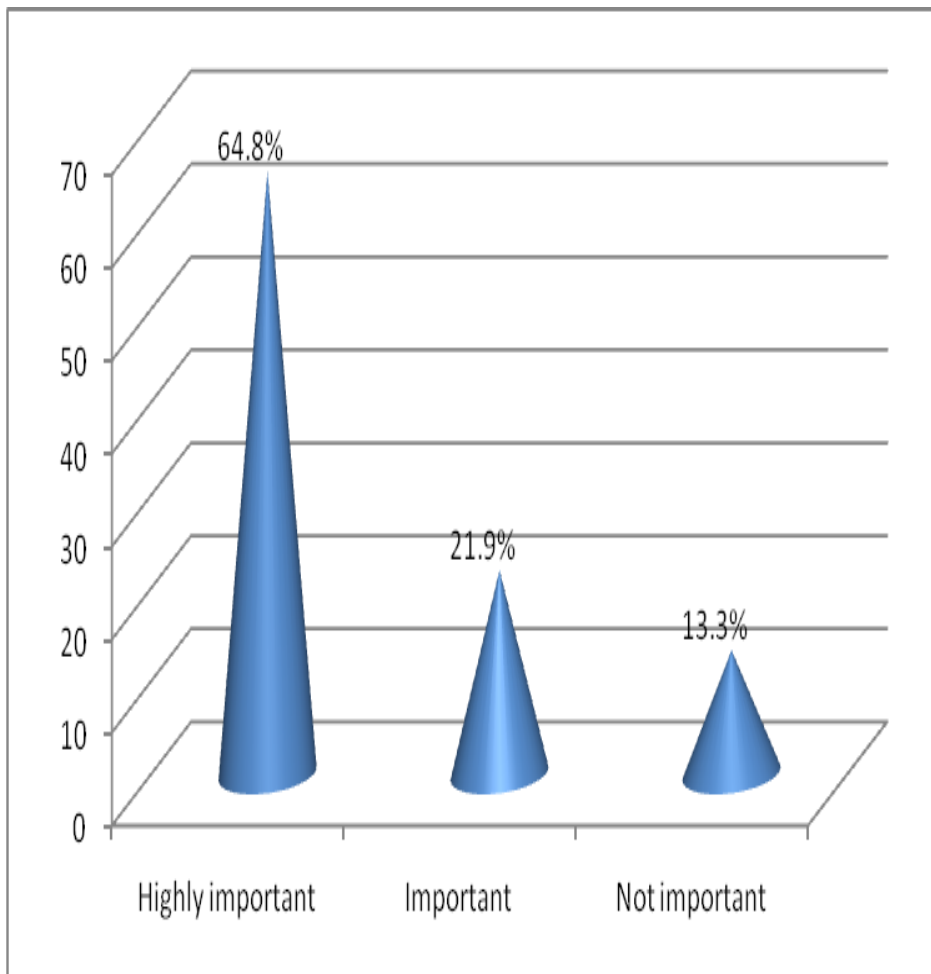
Source: (Researcher, 2017)

The study asked the respondents to suggest the strategies that should be put in place to ensure smooth usage of social media campaign policies. The respondents suggested that there is need to sensitize and emphasize the importance of social media to the Authority's mandate implementation, there is need to provide adequate access to internet access, provision of staff communication gadgets, enlightening the staff on the need to involve themselves in social media platforms and to own the platforms to inform the public on NACADA's activities. They also added that there is need for inclusive approach for programmes targeting specific age groups, there is need to have a contact development

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team and strategies, building a campaign that is audience targeted addressing a need gap, social events, workshops, awareness campaigns and public involvement. This concurs with Ya Ling *et al.,* (2016:6) that social media policies have "the potential to increase the effectiveness of substance use prevention and treatment efforts by providing technologically mediated solutions".

4.5 Social Media Platforms

To find out social media platforms used by the organization in the campaign against ADA, the respondents were required to indicate from the list the level of usage of the following social media platform to share information to the public at NACADA. The results are shown in Table 4.3 below.

Table 4.3: Agreement with the Level of Social Media Platforms Usage

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Facebook	0	2.1	40.0	54.2	4.2
Twitter	0	3.1	41.0	51.0	5.2
YouTube	0	3.1	49.0	43.8	4.2
Instagram	0	8	30.1	40.7	21.2
Wikis	0	12.5	14.6	25.0	29.2
Blogs	0	3.1	45.8	45.8	5.2
LinkedIn	0	17.6	26.9	47.2	8.3

Source: (Researcher, 2017)

From the study above, 54.2% of the respondents agreed that NACADA uses Facebook while 40.0% of them indicated neutrality with the same. 51.0% and 41.0% of the respondents respectively agreed and indicated neutrality that NACADA uses Twitter; 43.8% and 49.0% of the respondents respectively agreed and indicated neutrality that

NACADA uses Instagram to share information to the public. In addition, 29.2% of the respondents strongly agreed and 25.0% of them agreed that the Institution uses Wikis, 45.8% agreed that NACADA uses Blogs while 47.2% of the respondents agree that NACADA uses LinkedIn to share information to the public.

These results are a clear indication that there is use of social media platforms Facebook, Twitter, Instagram, and YouTube accounts as this allows the Organization to connect directly to the public and as Chisenga, (2012:14) notes, "this is essential for guaranteeing effectiveness and efficiency in fight against alcohol and drug abuse". "These involves making information and interface to groups that are diverse in terms of; gender, race and ethnicity, age, socio-economic status, ability, disability, and learning style" (Burgstahler, 2009:216). This is in agreement with Mutula (2011:3) that Facebook is the popular social media podium utilized in Kenyan organizations setting followed by Twitter, YouTube, and blogs and Njoroge (2013:14) findings that "Most of the youth were on social media with Facebook, Whatsapp and Twitter leading in usage". The young people commonly embraced social media communication to engage with their friends and converse with family members. The fact that most youngsters were born in the digital evolution era, most of them depended on technology application in their day to day operations.

On the impact of social media usage and organizational campaign performance, 83.8% of the respondents unanimously reported that social media usage has had a positive impact on organizational campaign performance. This compared sharply with 6.7% of the respondents whose views were that social media usage has had a negative impact on organizational campaign performance.

In addition, 9.5% of the respondents pointed that social media usage had no impact on organizational campaign performance. From these results, it is evident that social media usage has had a positive impact on NACADA's campaign against alcohol and drug abuse. Since Social media is a multidimensional mechanism facilitating organizational campaign and outreach programmes, it enables knowledge sharing and dissemination of massive information to wider coverage. Additionally, it supports development of online and virtual information outreach programs, and tailor-made effective information delivery services.

According to Aula (2011:5) a well-managed social media platform should be operationalized for it leads to upsurge usage of offered services, products and fosters positive image of organization since as Bertot et.al, (2010:53) mentioned, social media expertise embrace various opportunities to transform organization interactions by providing means for interactive and instant engagement amongst various stakeholders and ever more pervasive nature for democratic and collaborative participation. These results are presented in Figure 4.5 pg. 54.

Figure 4.5: Impact of social media usage on organizational campaign performance
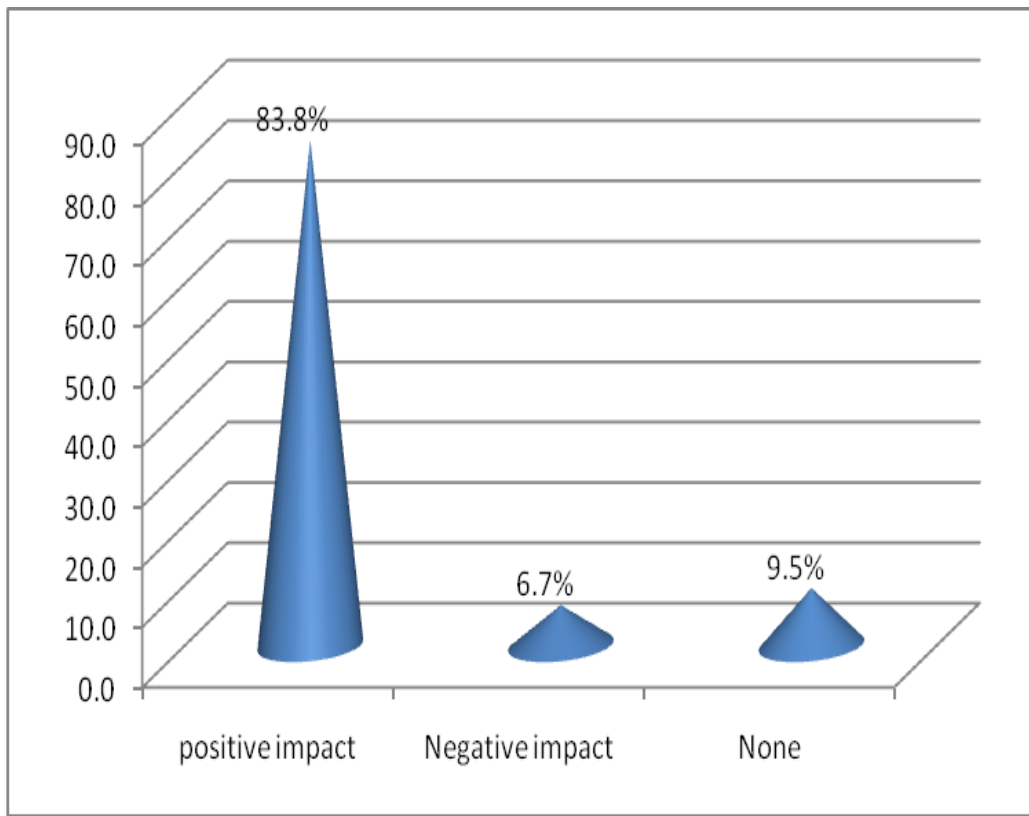
Source: (Researcher, 2017)

The respondents were further required to rate the level of training in relation to the use of social media platforms at NACADA. According to Figure 4.6 pg.55, 53.3% of the respondents recapped that there is a moderate level of training in relation to the use of social media platforms at NACADA. This was followed at a distance by 24.8% of those who indicated that there is low level of training in relation to the use of social media platforms at NACADA and 11.4% of the respondents indicated that there is high level of training in relation to the use of social media platforms at NACADA. Further, 8.6% of the respondents indicated that there was very high level of training in relation to the use of social media platforms at NACADA, while 1.9% of them reported that there was no training in relation to the use of social media platforms at NACADA.

This is an implication that there has been a considerable level of training on the use of social media platforms at NACADA. The results are in agreement with Chisenga (2012:16), "social media helps users co-create values through large-scale user participations and accumulate group experience and knowledge" through social interaction and information exchange behaviors. This also supports Musser and O'Reilly (2010:105) idea that social media employs user friendly, simple and "lightweight" crossing points that do not call for expertise This offers an adaptive and flexible, strategy that authorizes apt solutions to advance in reference to real world needs and usage thus promoting real time cooperation.

Figure 4.6: Level of Training in the use of social media platforms at NACADA
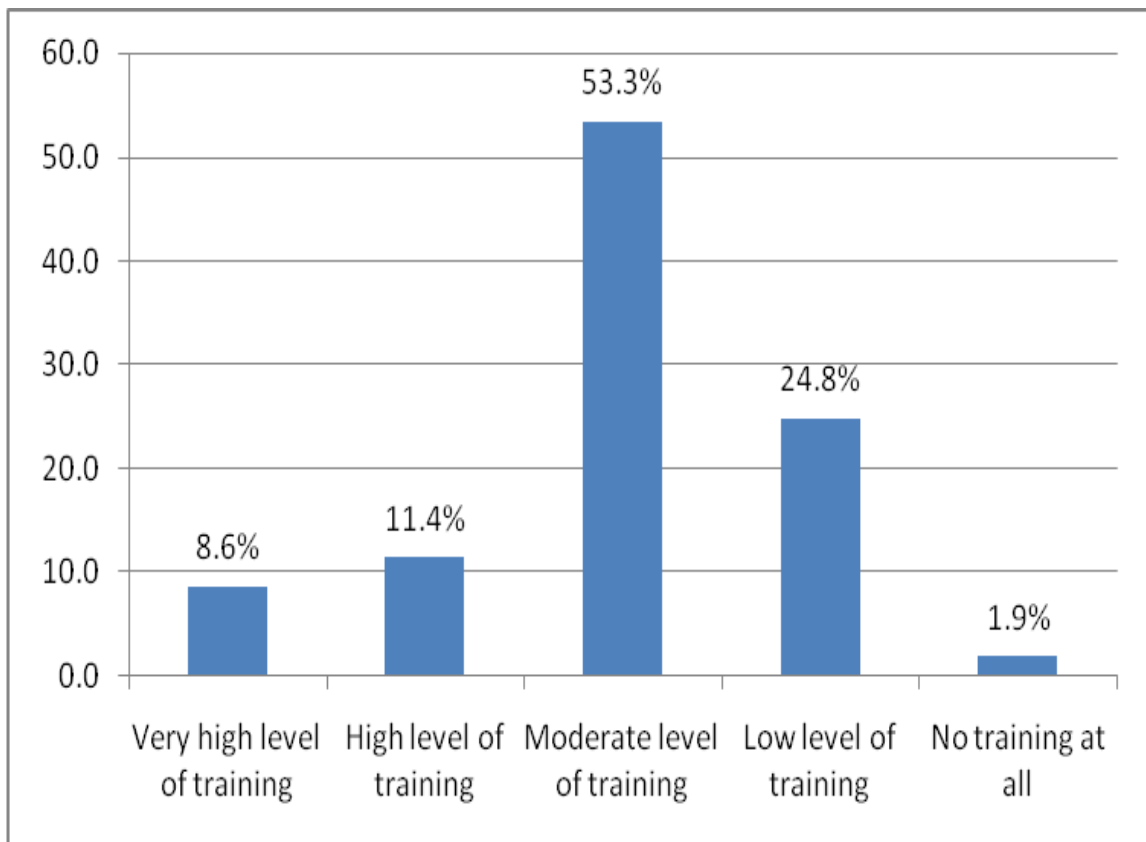
Source: (Researcher, 2017)

4.6 Challenges of Using Social Media Platforms

The study further sought to establish the challenges faced in using social platforms in the fight against alcohol and drug abuse in NACADA. As such, the respondents were provided with a list of challenges faced in using social media platforms and the responses obtained were analyzed as shown in Table 4.4 below.

Table 4.4: Challenges in Using Social Media Platform

Challenges of Social Media Platform	Frequency	Percentage
Inadequate Information Communication Technology	72	68.6
User Exploitation	60	57.1
Lack of privacy	78	74.3
Limited access to Information	86	81.9
Pressure from the government to Censor some information	90	85.7
Leads to Internet addiction	56	53.3

Source: (Researcher, 2017)

From the study, 85.7% of the respondents indicated that in using social media platforms NACADA faces challenges of pressure from the government to censor some information, 81.9% of them cited challenges of limited access to information, 74.3% indicated lack of privacy, 68.6% reported that NACADA faces a challenge of inadequate Information Communication Technology in using social media platforms, while 57.1% of the respondents indicated that the Institutions faces a challenge of user exploitation and 53.3% of them recapped that in using social media platforms NACADA faces a challenges of Internet addiction. This is in agreement with Bertot et al., (2010:53) that social media presents a number of challenges regarding "privacy, security, data management, accessibility, social inclusion, governance, and other information policy issues".

The other suggested challenges faced in using social media platforms include lack of clarity on specific duties and responsibilities on reporting to social media, time resource is scarce, most staff in NACADA are laggards and have not embraced social media, there is illiteracy among the public users of social media, problems of resolving issues and concerns raised on social media platforms and maintaining brand reputation. In addition, the Authority faces challenges of building conversations and consistencies as well as intimidation and lack of guidance.

Aula (2011:28) points out that "information institutions leverage social media to deliver a fusion of customer service initiatives" such as; "content/collection promotion, news and updates, dissemination of the institutions' research output", for "building relationships both within and outside of the institution" and for provision of educational tools and resources.

However, in agreement with Wasike (2013:13) use of Social media faces numerous challenges including but not limited to failure to authenticate, verify and qualify information and "censorship" whereby too often, social media sites face government pressure to censor information thus infringing on the public's right to unlimited access to information. Additionally, usage of false name and "pseudonyms" on the platforms infringes use agreements. This also agrees with Collins & Shaw (2011:35) that "social media leads to exposure to inappropriate content and negative social interactions".

4.6.1 Solutions to Challenges Encountered in Using Social Media Platform

The study also sought to ascertain the possible solutions to the identified challenges in the use of social media platforms at NACADA. Table 4.5 below shows the responses obtained from the study.

Table 4.5: Solutions to Challenges Encountered in Using Social Media Platform

Suggested Solutions	Frequency	Percentage
Adequate Information Communication Technology	88	83.8
User literacy programme	64	61.0
Staff capacity building	72	68.6
Community of practice groups	53	50.5
Adequate internet connection	58	55.2
User Information Communication Technology ownership programme	60	57.1

Source: (Researcher, 2017)

According to Table above, majority (83.8%) of the respondents indicated that adequate Information Communication Technology could be a possible solution to the identified challenges in the use of social media platforms at NACADA. In addition, 68.6% of them reported that staff capacity building, 61.0% supported that user literacy programme could be possible solutions to the identified challenges in the use of social media platforms at NACADA. Further, 57.1% and 55.2% of the respondents reported that user Information Communication Technology ownership programme and adequate internet connection respectively could be possible solutions to the identified challenges in the use of social media platforms at NACADA. Bertot et al., (2010:53) pointed out that "government

agencies are increasingly using social media to connect with those they serve". Nevertheless, intermingling through social media presents a number of challenges regarding "privacy, security, data management, accessibility, social inclusion, governance, and other information policy issues". Therefore as Collins & Shaw (2011:35) noted to tolerate "technological dynamics essential for effective social media interaction, literacy programmes to both actual and potential users is of paramount importance".

The respondents added that ensuring security (protection and integrity of information) for the users by planning and issuing appropriate login authentication, setting up proper guidelines (brand manual) for employees to follow, ensuring content that encourages conversation, and getting social and promoting the content on social media pages could be additional solutions to the identified challenges in the use of social media platforms at NACADA. According to Wellman (2011:7) social media encompasses readily available web devices through which persons from different walks of life can leverage for online interactions among individuals however it is faced with challenges that can be addressed through training, regulation, connectivity and ensuring security.

In addition, Wasike (2013:28) pointed out that organizations should champion social media lifelong learning activities, keep abreast with emerging technology trends and expected expertise, understand and "leverage new social paradigms and information contexts" evolving with the advent of web based environments so as to offer strategic direction and support the "information communities towards optimizing the available resources" from social media. Organizations are able to build their organizational

"personality" and "corporate identity" through "computer-mediated communication" (DiStaso et al., 2011:325). This gives the employees a sense of belonging which is paramount in the establishment of positive organizational culture. Santra & Giri, (2009:100) noted that "The growing use of social media determines that corporate reputation is influenced not by what firms do or say but also by how internet users perceive their actions". Therefore, reference to Turilli and Florida (2009:9) recommendation, provision of user literacy skills on responsible social media use for "conscientious behaviors" is key in realizing government collaborations with relevant stake holders in ensuring "responsible and proper use of social media" (Vaccaro & Madsen, 2009:117).

4.8 Chapter Summary

This chapter has presented, analyzed and discussed data collected from the study in relation to the objectives of the study. The information gathered is used to discuss the findings and inform the summary, conclusion and recommendations that are presented in the next chapter.

CHAPTER FIVE

SUMMARY OF THE FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter highlights the summary and discussions of the study findings including conclusion and recommendations. It is the final chapter in this study on social media platforms and the campaign against alcoholism and drug abuse in NACADA, Kenya. The chapter has summarized the outcomes of the study. Conclusions, recommendations and suggestions for further study were also captured. The study was guided by four objectives upon which conclusions are aligned to. The chapter lastly provides the suggestions for further research and studies.

The objectives of the study included to:

i. Examine the influence of social media platforms in the campaign against alcohol and drug abuse at the National State Corporation

ii. Assess social media campaign policies adopted in the fight against drugs abuse in the organization.

iii. Find out social media platforms used in alcohol and drug abuse campaign in the organization.

iv. Examine challenges encountered in relation to the use of social media in the campaign against alcohol and drug abuse.

5.2 Summary of the Findings

The findings of the study are summarized as follows:

5.1.1 Influence of Social Media Platforms in the Campaign against ADA

The first objective of the study was to examine the influence of social media platforms in the campaign against ADA at NACADA. The study as indicated in table 4.2 pg. 46

revealed that advocacy influences the fight against alcohol and drug abuse, social media provides forum for individuals to interact, use of social media platforms in the fight against alcohol and drug abuse lead to minimal use of drugs and alcohol abuse, NACADA markets services and products necessary for fighting alcohol and drug abuse, social media creates awareness on dangers of abusing drugs and alcohol and NACADA shares the organizational information.

5.1.2 Social Media Campaign Policies adopted by NACADA in fight against ADA

The second objective of the study was to assess social media campaign Policies adopted by the organization in the fight against ADA. Reference to Figure 4.3 pg.48 the study established that NACADA has functional social media campaign policies. These policies affect social media and fight against alcohol and drug abuse in NACADA. From the study as revealed in Figure 4.4 Pg.50 the social media campaign policies are highly important in spear heading alcohol and drug abuse campaign at NACADA. As such, that there is need to sensitize and emphasize the importance of social media to the Authority's mandate implementation, there is need to provide adequate access to internet access, provision of staff communication gadgets, enlightening the staff on the need to involve themselves in social media platforms and to own the platforms to inform the public on NACADA's activities.

5.1.3 Social Media Platforms used by the Organization in Campaign against ADA

The third objective of the study was to find out social media platforms used by the organization in the campaign against ADA. The study further revealed that social media platforms are used by NACADA in the campaign against ADA. As indicated in Table 4.3 Pg.51 they mainly include Facebook, Twitter and Instagram and to a lesser extent

YouTube, Wikis, Blogs and LinkedIn. Figure 4.5 Pg.54 demonstrated that social media usage has had a positive impact on organizational campaign performance. On rating the level of training in relation to the use of social media platforms at NACADA, it was cleared that there is a moderate level of training in relation to the use of social media platforms at NACADA as illustrated in Figure 4.6 Pg.55.

5.1.4 Challenges Encountered in Relation to the Use of Social Media in the Campaign against Alcohol and Drug Abuse

The fourth objective of the study was to examine challenges encountered in relation to the use of social media in the campaign against ADA. The study findings indicated Table 4.4 pg.56 clearly revealed that the organization faced numerous challenges in using social platforms in the fight against alcohol and drug abuse in NACADA. They include pressure from the government to censor some information, limited access to information, lack of privacy, inadequate Information Communication Technology, user exploitation and Internet addiction. Other challenges include lack of clarity on specific duties and responsibilities on reporting to social media, time resource is scarce, most staff in NACADA are laggards and have not embraced social media for ADA campaigns; there is illiteracy among the public users of social media in resolving issues and concerns raised on social media platforms and maintaining brand reputation.

The study finally established that provision of adequate information communication technology, user literacy programme, staff capacity building, community of practice groups, adequate internet connection and user information communication technology ownership programme could be possible solutions to the identified challenges in the use

of social media platforms at NACADA as clearly demonstrated in Table 4.5 Pg.58. In addition, ensuring security (protection and integrity of information) for the users by the users, planning and issuing appropriate and considered responses, setting up proper guidelines (brand manual) for employees to follow, ensuring content that encourages conversation, and getting social and promoting the content on social media pages could be additional solutions to the identified challenges in the use of social media platforms at NACADA. Figure 5.1pg.65 summarizes a solution- guided approach to addressing the raised challenges in the use of social media for sustainable ADA campaign.

Figure 5.1: Sustainable Social Media Campaign Strategy against ADA

Social Media Challenges

Social Media Solutions

- Inadequate information communication technology
- User exploitation
- Lack of privacy
- Leads to internet addiction
- Limited access to information
- Pressure from the government to censor some information,

- Adequate information communication technology
- User literacy programme
- Staff capacity building
- Community of practice groups
- Adequate internet connection
- User ICT ownership programme

Sustainable Social Media platforms

Source: (Researcher, 2017)

5.2 Conclusion

Based on the findings and discussions presented in the preceding sections, this study makes the following conclusion:

- The study concludes that NACADA has embraced social media in marketing of its services and products and as a means of socializing and as a venue for discussion and campaign for social change. This includes advocacy and campaign which lead to minimal use of drugs and alcohol abuse, creation of awareness on dangers of abusing drugs and alcohol, marketing services and products, providing forum for individuals to interact and sharing the organizational information.

- The study deduces that social media campaign policies have a great effect on campaign against alcohol and drug abuse at NACADA. Accordingly, ICT policy, data dissemination and communication strategy affect social media and that the access points have been instrumental in ensuring that the communication policies of social media are instrumental in dissemination of information. This confirms that there is need for inclusive approach for programmes targeting specific age groups, there is need to have a contact development team and strategies, building a campaign that is audience targeted addressing a need gap, social events, workshops, awareness campaigns and public involvement.

- The study also concludes that social media usage has had a positive impact on NACADA's campaign against alcohol and drug abuse. The study terminates that there has been a considerable level of training on the use of social media platforms at NACADA.

- The study concludes that NACADA faces challenges of inadequate information communication technology, user exploitation, lack of privacy, limited access to

information, pressure from the government to censor some information, leads to internet addiction, lack of clarity on specific duties and responsibilities on reporting to social media and illiteracy among the public users of social media. From the results, the study deduces that the use of social media in uploading information, giving responses to quarries and networking with customers affects the campaign against alcohol and drug abuse.

5.3 Recommendations

Based on the study findings, recommendations are made to address the challenges faced in the use of social media platforms in the campaign against alcoholism and drug abuse in Kenya. To ensure that sustainable, effective and efficient social medial campaign against alcohol and drug abuse is possible solutions are proposed.

5.3.1 Influence of Social Media Platforms in the Campaign against ADA

There is need for NACADA as the lead agency in the campaign against alcohol and substance abuse campaign should more proactively engage various publics in numerous education and advocacy activities. In addition, institutions should engage in social media awareness and sensitization forums to enhance campaign against alcohol and drug abuse. Institutions should reinforce awareness structures and participate in team building activities as they collaborate with other stakeholders to increase their ICT usage awareness as a tool for behavioral and social change. A collaborate initiative in regard to use of social media amongst stake holders in the fight against alcohol and drug should be embraced.

5.3.2 Social Media Campaign Policies adopted by NACADA in the campaign against ADA

Since social media policies affect the use of social media platforms and hence fight against alcohol and drug abuse, the study recommends that there is need to review the available policies to provide for more legal certainty as well as guarantee effective and efficient ADA campaign in Kenya. There is also need for legal and policy reforms on how the government relates with the public sector institutions in Kenya especially in sectors requiring social media platforms in interacting with the public to bring social and behavioral change. The lead organizations spearheading the alcohol and drug abuse campaign agenda should also ensure that guidelines that guide on social media ethical matters are incorporated in social media campaign strategies.

5.3.3 Social Media Platforms used by the Organization in Campaign against ADA

The study recommends that for organizations to successfully use social medial platforms and effectively enhance campaign against alcohol and drug abuse, they need to ensure that their employees get the required training with regard to social media platforms and its usefulness. Organizations should engage the employees to capacity-building, professional training and IT skills and competencies prior to and during the implementation of social media in the fight against alcohol and drug abuse. A framework should also be developed to guide adoption of emerging social media platforms and subsequent use of social media for formal communications. Most importantly, protocols of social media communications should periodically be monitored and evaluated to ensure efficient and effective social media ADA campaigns.

5.3.4 Challenges Encountered in Relation to the Use of Social Mmedia in the Campaign against ADA

The organizations should set objectives paired with strategies for social media interactions, in order to increase social media adoption and use in the fight against alcohol and drug abuse. It is also proposed that organizations adopts solution approach in the addressing the various challenges faced in the use of social media platforms for a sustainable campaign against alcohol and drug abuse. The study revealed various social media platforms leveraged by the organization in its alcohol and drug abuse campaigns and the subsequent challenges experienced and Figure 5.1 pg.64 summarized them into a solution guided approach that would ensure organizations operationalize social media ADA campaigns that are result oriented anchored on the suggested solutions and relevant to its environment of operation and in doing so, the organization shall realize effective, efficient and sustainable social media campaign against alcohol and drug abuse menace.

5.5 Suggestions for Further Research
5.5.1 Social media strategies for efficient service delivery in semi-autonomous institutions in Kenya

The study has investigated the social media platforms and the campaign against alcoholism and drug abuse in Kenya where the focus was on NACADA and established influences the fight against alcohol and drug abuse, social media provides forum for individuals to interact, use of social media platforms in the fight against alcohol and drug abuse lead to minimal use of drugs and alcohol abuse, NACADA markets services and products necessary for fighting alcohol and drug abuse, social media creates awareness on dangers of abusing drugs and alcohol and NACADA shares the organizational information.

There are however many other Organizations in Kenya whose management and areas of operations are either similar or different from those of NACADA due to differences in the ministries, regional orientation and operational settings all together. This warrants the need for another study which would ensure generalization of the study findings for all the government agencies in Kenya and hence pave way for new policies. The study therefore recommends another study be done with an aim to investigate the social media strategies for efficient service delivery in semi-autonomous institutions in Kenya.

5.5.2 Effectiveness of solution guided approach in social media in the campaign against alcohol and drug abuse

The study revealed various social media platforms leveraged by the organization in its alcohol and drug abuse campaigns and the subsequent challenges experienced. The study also proposed for organizations to operationalize social media ADA campaigns that are result oriented a solution- guided approach to addressing the raised challenges in the use of social media should be adopted to ensure sustainable ADA campaign. It is suggested that a study on effectiveness of solution guided approach in social media in the campaign against alcohol and drug abuse be conducted to guide on the subsequent operationalization of social media ADA campaigns that are result oriented and sustainable in organizations.

5.6 Chapter Summary

This is the final chapter in this study on social media and campaign against alcohol and drug abuse. The chapter summarizes the findings, draws the conclusions and makes recommendations from the analysis of the findings. In addition, suggestions for further research are has been given.

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APPENDICES

Appendix I: Introduction letter

Tundu Jacqueline Dama,
P.O. Box 101155-00101,
Nairobi.

27th October 2017

Dear Respondent,

RE: INTRODUCTION LETTER FOR RESEARCH

I am a student at the University of Nairobi pursuing Master's Degree in Library and Information Science. I am conducting a research on Social media platforms and the fight against alcohol and drug abuse at the National Authority for the Campaign Against Alcohol and Drug Abuse (NACADA). The study is guided by the following objectives:

1. Examine the influence of social media platforms in the fight against alcohol and drug abuse at NACADA.

2. Assess social media campaign Policies adopted by the organization in the fight against alcohol and drug abuse.

3. Find out social media platforms used by the organization in the campaign against alcohol and drug abuse.

4. Propose a social media model as a tool and system for use in the campaign against alcohol and drug abuse.

Kindly assist by filling in the questionnaires where appropriate as the information that you will give will be for academic purposes only and will be kept confidential.

Thank you,

Tundu Jacqueline Dama

Appendix II: Questionnaire For Staff

<u>**INSTRUCTIONS**</u>

Please indicate your response by ticking (√) in the provided boxes. For questions that require suggestions or comments, please use the provided space.

Background Information

1. Gender…………………………………………………………………………....
2. Highest Educational Level……………………………………………………............
3. Age:
   a) Below 25 ☐
   b) 25-30 ☐
   c) 30-35 ☐
   d) 35-40 ☐
   e) 40-45 ☐
   f) 45-50 ☐
   g) Above 50 ☐

Influence of Social Media Platforms in the Campaign against alcohol and drug abuse

4. Indicate from the list the influence of social media platforms in the fight against alcohol and drug abuse using the following scale: 5=Strongly Agree, 4=Agree, 3= Neutral, 2= Disagree, 1= Strongly Disagree.

NO.	INFLUENCE OF SOCIAL MEDIA PLATFORMS	5	4	3	2	1
1.	Advocacy					
2.	Leads to minimal use of drugs and alcohol abuse					
3.	Creates awareness on dangers of abusing drugs and alcohol					
4.	Markets Services and Products					
5.	Provides forum for individuals to interact					
6.	Shares the organizational information					

Social Media Campaign Policy

5. Does NACADA have functional social media campaign policies?

    a) NACADA has functional social media campaign policies.   ☐

    b) NACADA does not have functional social media campaign policies.   ☐

6. How can you rate the role of social media campaign policies in spear heading alcohol and drug abuse campaign at NACADA?

    a) Highly important   ☐

    b) Important   ☐

    c) Not important   ☐

7. In your own opinion, what strategies should be put in place to ensure smooth usage of social media campaign policies?

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Social Media Platforms

8. Indicate from the list the level of usage of the following social media platform to share information to the public at NACADA. Use the scale: 5=Strongly Agree, 4=Agree, 3= Neutral, 2= Disagree, 1= Strongly Disagree.

NO.	USAGE OF SOCIAL MEDIA PLATFORMS	5	4	3	2	1
1.	Facebook					
2.	Twitter					
3.	LinkedIn					
4.	Instagram					

5.	Wikis					
6.	Blogs					
7.	YouTube					

8. In your opinion, what is the impact of social media usage and organizational campaign performance?

a) positive impact ☐

b) Negative impact ☐

c) None ☐

9. How can you rate the level of training in relation to the use of social media platforms at NACADA?

a) Very high level of training ☐

b) High level of training ☐

c) Moderate level of training ☐

d) Low level of training ☐

e) No training at all ☐

Challenges of Using Social Media Platforms

10. Indicate from the list below challenges faced in using social platforms.

NO.	CHALLENGES IN USING SOCIAL MEDIA PLATFORM	YES	NO
1.	Inadequate Information Communication Technology		
2.	User Exploitation		
3.	Lack of privacy		
4.	Limited access to Information		
5.	Pressure from the government to Censor some information		
6.	Leads to Internet addiction		

11. Please suggest any other challenges faced in using social media platforms?

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12. Indicate from the list below possible solutions to the identified challenges.

NO.	SOLUTIONS TO CHALLENGES ENCOUNTERD IN USING SOCIAL MEDIA PLATFORM	YES	NO
1.	Adequate Information Communication Technology		
2.	User literacy programme		
3.	Staff capacity building		
4.	Community of practice groups		
5.	Adequate internet connection		
6.	User Information Communication Technology ownership programme		

13. Please propose any other possible solution to challenges encountered in using social media platforms?

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Appendix III : Questionnaire for NRC Clients

<u>**INSTRUCTIONS**</u>

Please indicate your response by ticking (√) in the provided boxes. For questions that require suggestions or comments, please use the provided space.

Background Information

1. Gender………………………………………………………………………………........

2. Highest Educational Level……………………………………………………………..

3. Age:

        a) Below 25   ☐

        b) 25-30   ☐

        c) 30-35   ☐

        d) 35-40   ☐

        e) 40-45   ☐

        f) 45-50   ☐

        g) Above 50   ☐

Influence of Social Media Platforms in the Campaign against alcohol and Drug Abuse

4. Please indicate from the list below the influence of social media platforms in the fight against alcohol and drug abuse using the following scale: 5=Strongly Agree, 4=Agree, 3= Neutral, 2= Disagree, 1= Strongly Disagree.

NO.	INFLUENCE OF SOCIAL MEDIA PLATFORMS	5	4	3	2	1
1.	Advocacy					
2.	Leads to minimal use of drugs and alcohol abuse					
3.	Creates awareness on dangers of abusing drugs and alcohol					
4.	Markets Services and Products					
5.	Provides forum for individuals to interact					
6.	Shares the organizational information					

Social Media Campaign Policy

5. Does NACADA has functional social media campaign Policies?

    a) NACADA has functional social media campaign policies.   ☐

    b) NACADA does not have functional social media campaign policies.   ☐

6. How can you rate the role of social media campaign policies in spear heading alcohol and drug abuse campaign at NACADA?

    a) Highly important   ☐

    b) Important   ☐

    c) Not important   ☐

7. In your own opinion, what strategies should be put in place to ensure smooth usage of social media campaign policies?

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Social Media Platforms

8. Rank the following social media platforms according to use of communicating with NACADA staff in supporting the fight against alcohol and drug abuse Using a scale of 5 = Very frequently, 4 = frequently, 3= Sometimes, 2= rarely, and 1= Never.

NO.	USAGE OF SOCIAL MEDIA PLATFORMS	5	4	3	2	1
1.	Facebook					
2.	Twitter					
3.	LinkedIn					
4.	Instagram					
5.	Wikis					
6.	Blogs					
7.	YouTube					

9. Indicate from the list below any other purpose you use the social media platforms in NACADA?

NO.	PURPOSE OF USING SOCIAL MEDIA	YES	NO
1.	Entertainment		
2.	Learning		
3.	Trending		
4.	Research		
5.	Socializing		

10. How can you rate the level of training in relation to the use of social media platforms at NACADA?

        a) Very high level of training ☐

        b) High level of training ☐

        c) Moderate level of training ☐

        d) Low level of training ☐

        e) No training at all ☐

Challenges of Using Social Media Platforms

11. Indicate from the list below challenges faced in using social media platforms.

NO.	CHALLENGES IN USING SOCIAL MEDIA PLATFORMS	YES	NO
1.	Inadequate Information Communication Technology		
2.	User Exploitation		
3.	Lack of privacy		
4.	Limited access to Information		
5.	Pressure from the government to Censor some information		
6.	Leads to Internet addiction		

12. Please suggest any other challenges faced in using social media platforms?

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13. Indicate from the list below possible solutions to the identified challenges.

NO.	SOLUTIONS TO CHALLENGES ENCOUNTERD IN USING SOCIAL MEDIA PLATFORM	YES	NO
1.	Adequate Information Communication Technology		
2.	User literacy programme		
3.	Staff capacity building		
4.	Community of practice groups		
5.	Adequate internet connection		
6.	User Information Communication Technology ownership programme		

14. Please propose any other possible solution to challenges encountered in using social media platforms?

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