

UNIVERSITY OF NAIROBI
INSTITUTE OF DIPLOMACY AND INTERNATIONAL STUDIES

**AN ASSESSMENT OF THE ROLE OF DIGIPLMACY IN KENYA'S FOREIGN
RELATIONS**

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DECLARATION

This research project is my original work and has not been presented for a degree award in any other University.

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SUPERVISORS' APPROVAL

This research project has been presented for examination with my approval as the University Supervisor

Signature.....

Date.....19/11/2019.....

Dr. Patrick Maluki

DEDICATION

I dedicate this thesis to my parents Mr. and Mrs. Peter Ngoru Muchiri who are my second gods and who have been my source of encouragement throughout my study period.

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I am grateful to God for the gift of wisdom and knowledge. I owe it all to Him.

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Gratitude is the memory of heart.

ABSTRACT

This study explored the relatively modern field of digiplomacy, also called e-diplomacy or digital diplomacy. Its primary objective was to assess the role of digiplomacy in the foreign affairs of Kenya. The study was founded on the specific objectives of examining the nature of digiplomacy in Kenya, evaluating the role of digiplomacy in the foreign relations of Kenya and analysing the strategies implemented to enhance foreign relations through digiplomacy in Kenya. In spite of the guarantees that digiplomacy gives in for the practice of foreign relations, little has been studied and is known, in any case, from a diagnostic point of view, how advanced digiplomacy strategy works in shaping foreign relations, with what level of achievement, and wherein lay its confinements. This study addressed this problem and also united leading researchers and experienced diplomats with the end goal being deliberately distinguishing various strands of research on digital diplomacy and creating a consensus on how it shapes foreign relations which is a problem yet to be addressed by contemporary research. The study utilized the Uses and Gratifications Theory. This theory contends that the beneficiaries of information/the audiences, effectively select the kinds of correspondence and media content they will expend so as to satisfy different mental needs. The primary motivation behind this theory is to clarify how and why various individuals utilize various media noticing that every one of these types of digiplomacy are forms of media. This research was a mixed study. That is to mean that it was both quantitative and qualitative. The study adopted the descriptive research design through the use of an assessment. As revealed in this study, digiplomacy conveys with it the two shots and challenges; From one point of view, the internet systems administration is outfitting countries with more information to handle social issues. On the other hand, different threats are identified with the use and reliance on the digital communication as a contraption of digiplomacy. That notwithstanding, there is need to adopt multiple digiplomacy means to enhance foreign affairs between and among countries as e-diplomacy is an important aspect in shaping foreign relations.

LIST OF ACRONYMS AND TERMS

CMC	- Computer Mediated Communication
TV	- Television
5G	- Fifth Generation
SONET	- Synchronous Optical Networking
ISDN	- Integrated Services Digital Network (ISDN)
BISDN	- Broadband Integrated Services Digital Network
GPS	- Global Positioning Systems
e-diplomacy	- Electronic Diplomacy
DCS	- Digital Communication Strategies
BBM	- Black Berry Messenger
VoIP	- Voice of Internet Protocol
Twiplomacy	- Use of Twitter for diplomatic practices
BBM	- Black Berry Messenger
IMO	- In My Opinion
U.S.	- United States of America
MFA	- Ministry of Foreign Affairs
FGD	- Focus Groups Discussion
NATO	- North America Treaty Organisation
UK	- United Kingdom
IOC	- International Olympics Committee
UN	- United Nations
UNSC	- United Nations Security Council
COMESA	- Common Market for Eastern and Southern Africa
Amb.	- Ambassador
CEO	- Chief Executive Officer
INGOS	- International Non-Governmental Organisations
KCIC	- Kenya Climate Innovation Center
CTP	- Climate Technology Program
EAC	- East African Community
ICC	- International Criminal Court
UNEP	- United Nations Environmental Programme
ICT	- Information Computer Technology
NACOSTI	- National Commission for Science, Technology and Innovation

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CHAPTER ONE

1.0 INTRODUCTION

This research study assesses the role that digiplomacy plays in Kenya's foreign relations. This part of the study gives the introduction and the background of the study and that of the foreign relations of the country under study, that is Kenya.

1.1 Introduction and Background of the Study

Diplomacy is a relatively new and modern term whose definition can be said to exist for less than 20 years since the discovery and widened use of the internet. Also referred to as "digital diplomacy", it is a name derived from the two names "digital" and "diplomacy". Whereas the word "digital" may have different connotations, it for the purposes of this research study refers to digital communication. Digital Communication denotes the passage of information from one party to the other often involving or relating to the use of computer technology through the internet. This is through a plan of action or *modus operandi* designed to achieve a long-term or overall aim.¹ Diplomacy on the other hand has no universally agreed definition, but scholars generally agree that it is the art, science and tools of managing the relations between and among states and between states and other non-state actors.² The terms digiplomacy, digital diplomacy and e-diplomacy have the same meaning and they have been used interchangeably in this study.

Diplomacy enables and empowers states to achieve good the fundamental aims of their foreign relations without the use of force or law mainly through communication with other states and multinational bodies. It also includes gathering information, discreetly, expounding intentions and engendering goodwill.³ In this case, digiplomacy is the use of internet and other green communication strategies and Computer Mediated Communication (CMC) to achieve the objectives of diplomacy.⁴ In United States,

¹ Oxford dictionaries <https://en.oxforddictionaries.com/>

² Barston R. P. (2013). *Modern Diplomacy*, Fourth Edition. Routledge Taylor and Francis Group. Sussex

³ Berridge G. R. (November 2014). *Diplomacy Theory AND Practice*. Springer. Leicester, UK.

⁴ Fergus Hanson (November 2012). "A Digital DFAT: Joining the 21st century". Lowy Institute. Archived from the original on 2012-03-22.

digiplomacy is called 21st Century Statecraft while in Canada it is commonly called Open Policy. United Kingdom defines it as resolving foreign policy challenges using the internet.⁵ Diplomacy is the means by which international relations is achieved.

Globally, diplomacy has undergone several vicissitudes and metamorphoses to become digiplomacy. International relations and particularly foreign relations and diplomacy have dependably been significantly influenced by innovation in diplomacy. The Internet, which is about 20 years since it was incepted is having quite a noteworthy effect. It comprises, alongside the digital communication strategies that comes along with it, a quantum leap in both individuals' and states' capacities to convey both one-to-one and one-to-many relations. Similarly, as maritime cruising boats back then empowered the development of Europe in sixteenth to eighteenth centuries; the telegram supported the realms of the nineteenth century; and the aeroplane, radio and television have changed diplomacy in the twentieth (20th) century, the internet also has yet made another transformation in diplomacy in the current times. This is likely to make progressions in diplomacy even quicker.⁶

In Africa, there is a rapidly growing rate of use of digiplomacy. The adoption of website communication platforms like webchat and webmail by states is an example that is in the increase. Besides the use of webmail, states and international organizations also use free mailing websites like Gmail and Yahoo. Researchers have argued that the use of e-mail by states and states agencies has facilitated quick communication and consequently enhanced digiplomacy. This advent of digital communication means and digiplomacy at large has brought numerous benefits but may also have created new problems in foreign relations.⁷ Social media is also one of the platforms falling under digiplomacy. The technologies that constitute social component of internet use are often recognized as Web 2.0, but for the sake of consistency in this study they shall be referred to as social media. States and states agencies, embassies and international organisations have continued to increasingly

⁵ "What is digital diplomacy?". *Foreign and Commonwealth Office*. Archived from the original on 2012-04-20.

⁶ Westcott, Nicholas, *Digital Diplomacy: The Impact of the Internet on IR* (July 1, 2008). OII Working Paper No. 16.

⁷ MacDonald, L., (2002), *Managing E-mail & Internet Use*. Croydon, Surrey: Tolly

adopting them. This is due to the proliferation of mobile applications and wireless devices.⁸ Numerous aspects of digiplomacy have been re-organized as usage of gadgets like computers, smart phones, Ipads and other communication devices continue to increase. States and international organisations are adopting green communication through networking technologies to enhance efficiency, speed and energy monitoring.

Usage of social media platforms like wikis, blogs, social networking (social media) sites, microblogging and social tagging is also rapidly growing. They are some of the areas of increasing espousal in states where heads of states are hoping that these modern technologies will assist improve important diplomatic processes. These technologies are an advanced form of CMC like decision-support systems, teleconferencing, intranets and instant messaging.⁹ States are positive that these technologies will improve on their national interests in foreign affairs through diverse diplomatic means, either hot lines between heads of states, propaganda proliferation through the internet and instant feedback among other means. Besides CMC, there are other digital diplomacy means that are up for adoption. Some countries have already adopted them with others adopting them selectively and others not adopting them at all. These are the digital diplomacy strategies that this research shall focus on and are centered on mobile telephony like the use of Short Message Services (SMS), calls, VoIP within the organizations and social media applications like WhatsApp, Telegram and IMO. Besides the states bit, there is also the question of to what extent audiences have adopted them and whether they are in use by the publics to promote foreign affairs.

Digital communication companies are now merging and integrating to provide more upgraded services for digital diplomacy, for example the recent acquisition of WhatsApp by Facebook and Flickr by SmugMug. Development of fifth generation (5G) wireless communication is also an example where this is already being rolled out with some countries like China and America investing in system design, planning, and

⁸ CISCO VNI Global Fixed and Mobile Internet Traffic Forecasts (2016–2021), Apr. 2017, [online] Available: <http://www.cisco.com/c/en/us/solutions/service-provider/visualnetworking-index-vni/index.html>.

⁹ Steinhuser, M., Smolnik, S., & Hoppe, U. (2011). Towards a measurement model of corporate social software success - evidences from an exploratory multiple case study. Proceedings of the 44th Annual Hawaii International Conference on System Sciences. Los Alamitos, CA: IEEE Computer Society Press. doi:10.1109/hicss.2011.447

implementation.¹⁰ Upcoming topics are also under discussion in the technological world on how to further enhance foreign relations and the emerging digital diplomacy systems such as Broadband Integrated Services Digital Network (BISDN), Synchronous Optical Networking (SONET), Integrated Services Digital Network (ISDN), interactive ATM and video comprehension. These further include spread-spectrum systems, Global Positioning Systems (GPS) and cellular communication systems.

Digital diplomacy is thus not limited when it comes to its exploitation and shaping foreign relations; it is a vast and growing field. Taking into consideration both the pace and the depth of these changes, it is important to explore how they are affecting the outcome of the foreign relations of the states that have adopted digiplomacy. This research had a special interest on the foreign relations in Kenya, notably as a result of adoption of digiplomacy. The study did research how various digiplomacy strategies are packaged in different formats that include text, audio and video to make them desirable for adoption and capable of shaping foreign relations.

1.1.1 Kenya Situation in Digiplomacy and Foreign Relations

Kenya is a progressive open democracy that is quite attuned to the dynamics of global geopolitics and technological advancements that shape the state of the country's diplomacy. Part of the mission of the foreign policy and relations of the country is to promote Kenya's interests and global tableau through innovative diplomacy. The country recognizes the need for innovative diplomatic engagement as a fundamental component of its foreign relations. The country endeavors to be a friend to all diplomatic players, both state and non-state actors. This diplomatic strengthening shapes the direction that the foreign policy of a country takes. The foreign policy aims at pursuing, promoting, achieving and protecting the country's identity, national interests and sovereignty from the inevitable international influence while at the same time consolidating and building a competitive edge. This is achieved through deepening diplomatic ties through, among other things, communication and engagement. The country tries to keep abreast with

¹⁰ Mobile and Wireless Communications Enablers for the Twenty-Twenty Information Society. Apr. 2017, [online] Available: <https://www.metis2020.com/>.

contemporary communication traits by not only sending and responding to information, but also by making available information through different media.¹¹

The foreign policy of Kenya uses an approach that embraces the utilisation of available platforms and technologies, mostly social media in order to communicate to diplomats on the Foreign Policy of the country.¹² As a result of this, the country has hitherto partially adopted several digiplomacy strategies while at the same time exercising laxity in others. However, the country still considers this to be an ongoing process in line with its digitization of government services. Most digiplomacy strategies are thus yet to be fully exploited. Kenya for example the MFA has a verified Twitter handle under @ForeignOfficeKE which has over 230,000 followers while on Facebook it has slightly over 23,000 likes. It has a website under the domain www.mfa.go.ke. In other related digiplomacy technologies Kenya is still adopting them gradually or is yet to adopt them completely.

1.2 Statement of the Problem

Going by the improvisation and digitization of technology, new digital diplomacy means are rampantly coming up. Existing ones on the other hand are upgrading. Organizations, personalities and states are ostensibly struggling to catch up with this fast movement of technological growth. This is in spite of audiences of diverse demographics adopting these new forms of digital diplomacy differently. Every diplomatic actor has adopted at least one or two digital diplomacy strategies, either with an aim to seeking information, interacting or communicating. This is a challenge to most actors because the digiplomacy means adopted are different, for example while Kenya may be using social media platforms like Facebook, America may have adopted twiplomacy (use of Twitter for diplomatic practices). There thus emanates communication breakdown. This means that there is a

¹¹ Juma M. (July 2018). Press Briefing: The State of Our Diplomacy. Ministry of Foreign Affairs. Nairobi. Available on <http://www.mfa.go.ke/?p=2044>

¹² Kenya. (November 2014). Kenya Foreign Policy. Ministry of Foreign Affairs. Nairobi. Available on <http://www.mfa.go.ke/wp-content/uploads/2016/09/Kenya-Foreign-Policy.pdf>

digiplomacy breakdown among different diplomacy actors. The problem of adopting two non-interacting digiplomacy strategies only means not-so-friendly foreign relations.

In spite of the guarantees that digiplomacy gives in for the practice of foreign relations, little has been studied and is known, in any case, from a diagnostic point of view, how advanced digiplomacy strategy works in shaping foreign relations, with what level of achievement, and wherein lay its confinements. This study, the first of its sort regarding the matter of e-diplomacy, unites leading researchers and experienced diplomats with the end goal being deliberately distinguishing various strands of research on digital diplomacy and creating a consensus on how it shapes foreign relations.

1.3 Research Questions

The study was founded on the following research questions:

- i. What is the nature of digiplomacy in Kenya?
- ii. What role does digiplomacy play in shaping the foreign relations of Kenya?
- iii. What are the strategies implemented to enhance Kenya's foreign relations through digiplomacy?

1.4 Objectives of the Study

The primary purpose of this study is to assess the role of digiplomacy in the foreign affairs of Kenya. The study was founded on the following specific objectives:

1.4.1 Specific objectives of the Study

- i. To examine the nature of digiplomacy in Kenya.
- ii. To evaluate the role of digiplomacy in the foreign relations of Kenya.
- iii. To analyse the strategies implemented to enhance foreign relations through digiplomacy in Kenya.

1.5 Literature Review

This part covers various theoretical and empirical underpinning of the research.

1.5.1 Theoretical Literature Review

Different schools of thought have come up with theories that can be used to explain the phenomenon under study. There is no single theory however that can exhaustively explain the phenomenon. In that regard, this part will discuss three theories and their relationship with the study. These theories are: Diffusion of Innovation Theory, Concept of Soft Power and Uses and Gratification Theory.

1.5.1.1 Diffusion of Innovation Theory

This theory was brought about by scholar Everett Rogers in the book “Diffusion of Innovation” where he argues that innovations and ideas are communicated or proliferated through the process of diffusion. In this case diffusion is explained as the process by which a development is imparted through specific channels over a period among the individuals from a social framework.¹³ He explained how social individuals embrace the new innovative and technological ideas and how they make the choice on those ideas. He further elaborated that both interpersonal communication and mass media are involved in the process of diffusion. The hypothesis intensely depends on human capital. As indicated by this theory, to attain sustainability and development, innovations ought to be widely adopted.

All things deliberated, it explains the circumstances under which the flexibility of the way of life assumes an exceptionally significant part whenever the theory is adopted. Rogers proposed four components of innovation diffusion which are:

Innovations – This refers to the practice, idea or object that is considered to be new to an individual.

¹³ Rogers E, M. 1983, Diffusions of Innovation, third edition. New York: Free Press.

Communication Channel – The channel of communication which are the media of passage of innovation, for example the internet.

Time – This is the duration taken for actors to get fully adapted to the innovations taking place in a society, for example the time taken by Kenyan people to adopt the use of Facebook.

Social System – This refers to the interrelated system gathering joint together to tackle the issues for a shared objective. Social framework means to all habits of instruments which develop the general public like religion, organizations and gatherings of individuals.

This hypothesis further contends that there are manners by which the choice to receive a development can be made. It recommends that individuals settled on a choice about the advancement in the social framework without anyone else's input (alternatively), on the whole or couple of people settling on the choice for the whole social framework. The hypothesis recognizes the apparatus of Diffusion of Innovation Theory through the following accompanying stages:

Learning where one individual can uncover the new advancement yet individuals neglect to show premium since they need data or information about the development;

Influence where an individual has some enthusiasm for the new advancement and looks for insights concerning the development;

Decision where a person analyses the pros and cons of the innovation and decides whether to adopt it or not and

Implementation where an individual takes time to identify the usefulness of the innovation.

In relation to this study, this theory was used to investigate the available digiplomacy techniques and the willingness as well as the actual adoption by states with an aim to shaping international relations of the particular state.

1.5.1.2 The Concept of Soft Power

The theory of Soft Power was brought forward by Professor Joseph Nye in the late 1980s where he defined it as the ability of setting the agenda in the politics of the world through persuasive means as opposed to using force or war. Nye argued that the theory of Soft Power neither contradicts the proponents of Realism and is not a form of idealism or liberalism but is a form of power; helping actors achieve what they want.

He says: "A nation may acquire the results it needs in world legislative issues in light of the fact that different nations – respecting its qualities, copying its model, seeking to its degree of thriving and transparency – need to tail it. In this sense, it is likewise imperative to set the plan and pull in others in world governmental issues, and not exclusively to constrain them to change by compromising military power or financial authorizations. This delicate power – getting others to need the results that you need – co-picks individuals instead of forcing them."¹⁴

This would call for attracting other people through the force of one's values, beliefs and ideas but not through the use of economic coercion or military power.¹⁵ The theory suggests that there is hard and soft power. The focus of this research is examining digplomacy through the perspective of the soft power. The theory postulates that soft power has the ability to achieve the goals of other people through attraction.¹⁶ In international relations, the theory suggests that soft power enables a change how other diplomatic players behave without the use of conflict or competition but through the use of persuasion. Essentially, in the current century this calls for amalgamating traditional tools of diplomatic practices with modern technological practices brought about by globalisation.¹⁷ Technology like what is used in digital diplomacy is one of the resources of persuasion into soft power. Countries that are more advanced in technology are considered to have more soft power than those lagging behind and such it is a crucial tool used in shaping how people relate through

¹⁴ Nye, Joseph. *Soft Power: The Means to Success in World Politics* (New York: Public Affairs, 2004).

¹⁵ Nye, J. (1990). Soft power. *Foreign Policy*, 80, 153–171. <http://dx.doi.org/10.2307/1148580>

¹⁶ Nye, J. (2004). *Soft power: The means to success in world politics*. New York, NY: Public Affairs.

¹⁷ Hallams, E. (2010). Digital diplomacy: The internet, the battle for ideas & US foreign policy. *CEU Political Science Journal*, 5, 538–574.

timeliness and efficiency. Further in line with this study, the theory suggests that soft power are the resources that lead to this persuasion. In line with one of the problems that this study solves, the idea of soft power likewise has a shortcoming in that it ignores the way that various pieces of the populaces are interested or repulsed contrastingly by various pictures or prospects.

1.5.1.3 Uses and Gratifications Theory

This theory of Uses and Gratifications first surfaced in the mid-1940s. However, it is attributed primarily to the examination and research work of communication teacher McQuail, Jay Blumler and humanist Elihu Katz during the 1970s. Research to help the hypothesis has been led essentially by utilization of reviews and polls. Clients of media self-report their delights. Uses and Gratifications Theory speaks to an extreme takeoff from Hypodermic Needle Theory, which expected that crowds are "easy targets" to the media's impact. Uses and Gratifications Theory hypothesizes a couple of essential suspicions: That the group of spectators takes a functioning part in choosing the sort of media medium and additionally in deciphering it and coordinating it into their lives. It additionally expects that various sorts of media, regardless of whether standard or computerized media, compete against each other and against other sources of gratification for the attention of the audience. It lastly assumes that the type of media that gives the highest satisfaction to the users was the one that was adopted more than any other type of media.¹⁸ The theory identifies some of the needs that media consumers seek as follows¹⁹:

- **Cognitive** – Refers to acquiring information to aid the thinking and understanding process.
- **Affective** – Relates to emotions or feelings.
- **Integrative** – Refers to promoting own image, reputation or status
- **Social Integrative** – Refers to interacting with family and friends.

¹⁸ Katz, Elihu, Jay G. Blumler, and Michael Gurevitch. "Uses and Gratifications Research." *Public Opinion Quarterly* 4th ser. 37 (1973–1974): 509-23. JSTOR. Web. 14 Oct. 2011. <<http://jstor.org/stable/2747854>>.

¹⁹ McQuail, Denis (2010). *Mass communication theory: an introduction*. London: SAGE Publications. pp. 420–430. ISBN 1849202923.

- **Tension Release** – Relates to diversion and stress relief.

This theory has been critiqued by different scholars who have argued that there is a small difference between gratification and satisfaction. They argue that the basic underpinnings of the theory are not completely clear. In spite of the various criticisms that have been raised by different scholars, contemporary schools of thought argue that the uses and gratifications as a theory may be in the progression of gaining new life as a result of digital diplomacy. This theory thus remains the relevant and applicable when investigating the phenomenon under this study. It may be used to investigate how countries like Kenya use the different digiplomacy strategies adopted by their diplomatic publics to shape international relations.

1.5.2 Empirical Literature Review

This part of the literature review aims at re-orienting the discourse on the use of digiplomacy by investigating the adoption with outcome of a country's foreign relations. By interrogating the state and non-state actors of Kenya's diplomacy, this study moves from the monolithic understanding of digiplomacy and showcases the opportunities afforded by different strategies in shaping a country's foreign relations. Despite the varying insights raised by theories and current empirical literature, there is a demonstration that more empirically-based research is needed, as well as to coalesce the different schools of thoughts to come up with a universally agreeable study.

1.5.2.1 Selection of Digiplomacy Techniques by Countries

In examining how different states and their publics have adopted digital diplomacy, it is crucial to explore the literature surrounding the different available types of Digital Communication Strategies (DCS) that are the basis of e-diplomacy. The researcher in this paper categorises digiplomacy into several classes of internet-based communication as follows:

1.5.2.1.1 Video Conferencing in International Meetings

Video conferencing has been described as the social occasion and transmission of sound video banner by customers at different zones, for correspondence between people ceaselessly.²⁰ They have advanced to wind up a standout amongst the best types of digital diplomacy because meetings can be conducted real-time without need to travel to either of the party's locations. It does not make a difference about the physical address of a participant and thus diplomatic actors can have quick solutions to their problems without having to hold meetings at a central location. Among the numerous examples is one where one of the fathers of the internet, Vint Cerf, who in 2009 addressed the fourth Annual General Meeting of the Internet Governance Forum in Sharm El Sheikh through video conferencing.

1.5.2.1.2 Voice over IP between MFA and Diplomatic Actors

Voice over Internet Protocol (also voice over IP, VoIP or IP telephony) is a kind of digital communication strategy that involves the delivery of voice communication through the internet. This enables people at different locations of the organization to make calls without having to use their mobile phones. The feature also enables several callers to be integrated into one call. There are service providers for this communication strategy like Google Talk which has integrated the concept of federated VoIP, a departure from the architecture of the legacy networks.²¹

The types of VoIP include Phone to Phone (Analog Telephone Adapter or ATA), Phone to computer (IP phone) and vice versa, computer to computer and Mobile-to-other devices. In most MFA and embassy offices, VoIP is used to communicate within the organisation among the officials. Officials can also call outside the office from their desktop telephone and the number that will appear on the receiving end was similar notwithstanding which desktop telephone is used. If the receiving end needs to speak to either of the officials, they

²⁰ McGraw-Hill Concise Encyclopedia of Engineering. Videotelephony, McGraw-Hill, 2002. Retrieved from the FreeDictionary.com website, January 9, 2010

²¹ "XMPP Federation". Google Talkabout. 2006. Retrieved 2012-05-11.

reach the switchboard which directs the caller to the official they wish to speak to. This enhances communication by using one number.

1.5.2.1.3 Chats between MFA and Diplomatic Actors/Public

Chats can be explained to be online text messages which occur in real time. There are various platforms for doing these that include mobile service providers in a given country like Safaricom in Kenya and Vodafone in South Africa. There are also social media platforms which include WhatsApp, Telegram, Viber, Snapchat, BBM, Facebook Messenger, Skype, Google Hangouts and IMO. In this digital communication strategy, a mobile phone or a computer can be used. Chats are mostly used to enhance interpersonal relationships.

1.5.2.1.4 Email between MFA and Diplomatic Actors

Email is likewise called as electronic mail is among the old instruments in sorts of online communications. It lets clients to exchange photographs, get news, and send records from various parts of the world. Countries can have webmail from the hosts of their websites or they may go for free e-mail address service providers like Gmail, Yahoo, Outlook, Mail, Hotmail and Fastmail. Emails are a formal way of communication and are used to arrange for actual meetings among other forms of communication. They have been in use but have also been abused for example when Britain was alleged to intercept email conversations of dignitaries who attended the 2009 G20 meetings in London.²²

1.5.2.1.5 Social Media for External Communication by MFA

Researchers have suggested that social media may facilitate communication practices from an organization that are better than any other DCS. There have been arguments like “social media will change your business” among different scholars.²³ Types of social media include Facebook, Instagram, Twitter, Pinterest, LinkedIn and Snapchat. Social media is

²² MacAskill E., Davies N., Hopkins N., Borger J. and Ball J. (June 2013). GCHQ intercepted foreign politicians' communications at G20 summits. *The Guardian*. London

²³ Baker, S, & Green, H. (2008, February 20). Social media will change your business. *Business Week*. Retrieved from <http://www.businessweek.com>

one of the most commonly used digiplomacy techniques. from heads of states to MFAs and other diplomatic actors. In Kenya for example the MFA has a verified Twitter handle under @ForeignOfficeKE which has over 230.000 followers while on Facebook it has slightly over 23,000 likes.

1.5.2.1.6 Whiteboards in Diplomatic Meetings

These are types of DCS that are quite new on the internet. They are mostly used by organizations for education. They have also been used to carry out virtual tours for projects, download flash videos and applications and recap field trips. They are mostly used internally by organizations. An example is the in-built projector camera, so that the projector produces the interactive whiteboard image, which was developed in 2007 and patented in 2010 by the United States of America manufacturer Boxlight.²⁴ Digital whiteboards have been used in negotiations and diplomacy and have proved to be effective by making it possible to downsize messages to just a few sentences while enhancing clarity.²⁵

1.5.2.1.7 Websites for External Communication by MFA

Organizations are using websites to proliferate their internal generated content inform of text (blogs and e-books), images (photos and infographs), Podcasts, videos (edited and livestreams), virtual reality content, webinars, archiving, client testimonials, chatting, fundraising and guides. This may be through own websites or embedding them on other websites. Websites are also commonly used and are a good point of reference. The Kenya MFA has a website under the domain www.mfa.go.ke.

²⁴ US patent 7703926 B2, Hei-Tai Hong & Yueh-Hong Shih, "Projector capable of capturing images and briefing system having the same", issued 27 April 2010, assigned to Everest Display Inc.

²⁵ Royal Pingdom. (2010). Internet 2009 in numbers [online]. Available from: <http://royal.pingdom.com/2010/01/22/internet-2009-in-numbers>

1.5.2.2 Effectiveness of Digiplomacy on Foreign Relations

The effectiveness of digital diplomacy on shaping the foreign relations of a country cannot be emphasized enough. Different researchers have considered this to be either effective or not effective. In many cases, some digital diplomacy strategies have been considered to be more effective than others depending on the type of audience and the type of the diplomatic relations involved. The effectiveness is also determined by the different publics that have adopted digital diplomacy because, as fore discussed, there need to be an agreement on the type of e-diplomacy strategy being used. Many studies have been conducted on the effectiveness of e-diplomacy strategies with a focus on the degrees of closeness, distinctive correspondence modalities, and the recurrence of utilization of digiplomacy strategies. The results have been varying among the various types of strategies used.

Scholars have suggested that one-on-one communication strategies are more effective than digital communications. They argue that argues that face-to-face are in creating and maintaining close social relationships than e-diplomacy strategies like email. Other research revel different findings, for example, one research report grounded on an inspection of 1,800 corporate representatives demonstrated that as of June 2010, 54% of the respondents with access to video conferencing utilized it "constantly" or "as often as possible".²⁶ This meant that the employees were more resourceful with the adoption of video conferencing. There are other scholars who argue that digitization of communication, especially by the use of social media, have converted the behavior of information consumers' behavior²⁷ with crucial repercussions for organization and their brands and businesses.²⁸ This therefore means that MFAs and their publics must adopt digiplomacy to have a positive outcome of their foreign relations. 'To stay aggressive, organizations must

²⁶ Alison Diane, InformationWeek. "Executives Demand Communications Arsenal Archived 2010-11-20 at the Wayback Machine.." September 30, 2010. Retrieved October 5, 2010.

²⁷ Kaplan, A.M. and Haenlein, M. (2010), "Users of the world, unite! The challenges and opportunities of Social Media", *Business Horizons*, Vol. 53 No. 1, pp. 59-68

²⁸ Muntinga, D.G., Moorman, M. & Smit, E.G. 2011. Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of Advertising* 30 (1), 13-46.

quit exploring different avenues regarding advanced and focus on changing themselves into full digital businesses.’²⁹

1.5.2.3 Shaping of Foreign Relations upon Adoption of Digiplomacy

In the world today, digiplomacy is very essential in external relations. The world is with the end goal that state and non-state actors all vie for influence and power in the equivalent online space. That space currently has in excess of three billion individuals, the vast majority of whom just access the web through their cell phones. When utilized appropriately, digiplomacy is a powerful and convenient tool for enhancing the foreign relations of a country by enabling it to propel its international strategy objectives, broaden worldwide reach, and impact individuals who will never go to any of the world's MFA offices.³⁰ The upside of social media for example gives the chance to achieve association, expanded commitment, and along these lines facilitate the objectives of foreign relations.

The possible easiness with which social media like Twiplomacy can be retrieved with minimal effort in contrast with different traditional means of diplomacy and foreign policy strategies makes it an alluring instrument for some consulates, MFAs and other diplomatic actors that are increasing their budgetary allocations for adopting digital diplomacy. There are diverse platforms and media that are providing appealing content like video and audio recordings, photographs, links among others and reaching more people including the citizens of countries which may not have been possible without e-diplomacy platforms. This is one of the prerequisites of shaping external relations. Digiplomacy is also important in the collection and dissemination of diplomatic communications. This includes emergency global communications.

Universal practice demonstrates that capable utilization of advanced digiplomacy strategies can carry enormous gains to the actors who put resources into it. In any case, this comes at a gradually reducing cost. The human factor in digiplomacy that is mastering new

²⁹ Olanrewaju, T., Smaje, K. & Willmott, P. 2014. The seven habits of highly effective digital enterprises. McKinsey&Company. Available at: http://www.mckinsey.com/insights/organization/the_seven_traits_of_effective_digital_enterprises (accessed 1st of October 2014).

³⁰ Lowy Interpreter. (2015). Does Australia do digital diplomacy? Retrieved from <http://www.lowyinterpreter.org/post/2015/04/17/Does-Australia-do-digital-diplomacy.aspx>

technologies, spending much time on the computer, creating internet communication channels and training for the diplomatic actors are crucial elements in digiplomacy and they show dedication in developing the foreign relations. Despite the fact that most of the heads of states and MFAs are still using traditional diplomatic means, most of them are not in the interest of the public until they adopt things digiplomacy for all diplomatic practices to supplement traditional diplomacy means. In a nutshell, digiplomacy will not really supplant old style diplomatic practices, not yet, but is a tool for strengthening foreign policy and relations in a quicker and more practical way.

1.5.3 Summary of Gaps in the Literature

As noted from the above discussion on the literature review, there exist a few gaps that this research will aim to fill. Previous researchers have not explored exhaustively all the available digiplomacy strategies. As this research reveals, there are numerous digiplomacy options available for adoption by the Kenya Government through the ministry of foreign affairs to shape the country's foreign relations. For a country to fully shape its foreign relations either by improving relations or propagating national interests, there needs to be an implementation of a multi-channeled digiplomacy strategy. That is to mean, it should not be limited to just one or a few strategies that have been discussed by scholars or the way Kenya has adopted them. This is because different diplomatic actors prefer different communication channels. This has not been addressed by previous researchers.

Literature has further not identified digiplomacy strategies that are of mutual use by both the country and the diplomatic actors. This needs to be researched on to ensure a mutual understanding between the two parties. Researchers have further not delved into how the digiplomacy techniques have shaped the foreign policy of Kenya compared to what was existing before digital diplomacy came into play. This study will consequently provide a foundation and impetus for comparative studies between the era of digital diplomacy and what was there before it was adopted. Research is also yet to explore whether countries like Kenya can use relatively lower investments in training and resources to pursue digiplomacy; whether digiplomacy will in the long run make redundant or replace traditional diplomacy means; advanced stages for digiplomacy is in danger of being seized

by the 'clouded side' of the innovation and diverted for purposeful publicity use like propaganda or hacking; and whether digiplomacy can grant extraordinary soft powers to those who have adopted it and thus increase the country's diplomatic clout.

1.6 Justification of the Study

This part of the study lays down the reasons why it is right to carry out this study. It is divided into three sections: The policy and academic justifications and justification to the general public.

1.6.1 Policy Justification

Kenya is a progressive open democracy that is quite attuned to the dynamics of global geopolitics and technological advancements that shape the state of the country's diplomacy. Part of the mission of the foreign policy of the country is to promote Kenya's interests and global image through innovative diplomacy. The Kenya MFA recognizes the need for innovative diplomatic engagement practices as a fundamental component of its foreign relations. This study will therefore form a foundation for the development of the foreign policy of the country. It is also going to be crucial to the formulation of internal policies in the MFA and the publics reached by the study that is state and non-state actors including international corporations, business magnates, international media agencies, International Non-governmental organizations (INGOs), Transnational Diaspora Communities and other publics that also international legal personality among other actors.

1.6.2 Academic Justification

Academically, this research was helpful in determining the extent to which the adoption of e-diplomacy by states and non-state actors affects their foreign relations. It will form a basis for academic-based postulates for comparative studies between traditional diplomacy means and the modern-day digital diplomacy. There is no systematic study that elaborates the role of digiplomacy in shaping the foreign relations of a country. It is notable that there lacks solid study that has kept pace with the rapidly growing field of digital diplomacy. Although the actors of diplomacy continue to adopt different strategies of digital

communication, research is yet to delve on the diverse available digiplomacy means, the extent to which the actors have adopted each of them and the extent to which they shape foreign policies and foreign relations. This study will therefore come up with theories and conceptual frameworks that will assist scholars use it as a reference as well as inquire into the fields of study related to this one.

1.6.3 Justification to the General Public

This study is crucial in having the general understanding on the availability and the implementation of different digital diplomacy means. As this study reveals, the general public is a key part of Kenya's diplomacy. They are not only participants in the collection and delivery of communication from the Kenya MFA but also, they are interested parties in how the country relates with other foreign players. The study shall give an overview of available digital diplomacy means and how the MFA and its publics continue to adopt them for the betterment of the interests of the public in terms of foreign relations. It is also applicable by all communicators, whether they are information coders or decoders or they are the media themselves. The study is an important tool for the researcher to explore new phenomena and add to his research skills. It will further give an understanding of contemporary communication to the respondents and the different parties that shall be involved in this study.

1.7 Theoretical Framework

The study will utilize the Uses and Gratifications Theory. This theory contends that the beneficiaries of data/the audiences effectively select the kinds of correspondence media and media content they will expend so as to satisfy different mental needs. The primary motivation behind this theory is to clarify how and why various individuals utilize various media noticing that every one of these types of digiplomacy are correspondence media. Uses and Gratifications Theory proposes a couple of essential presumptions: That the audience takes a functioning part in choosing the sort of media and additionally in translating it and coordinating it into their lives. It additionally assumes that various sorts

of media, regardless of whether standard or digital media go up against one another and against different wellsprings of delight for the consideration of the audience.

It in conclusion assumes that the kind of media that gives the most elevated satisfaction to the audience is the thing that was embraced. In spite of the fact that Uses and Gratifications Theory addresses an enormous improvement over earlier models that acknowledged that onlookers were uninvolved and naive, savants have still made sense of how to find a couple of inadequacies inside it. As an issue of first significance, a couple of researchers express that the theory credits swarms with an abundance of selectivity. A couple of individuals may consume media with no cognizant inspiration to do all things considered, for instance, absent a lot of planning or custom. Moreover, the highlight on selectivity ignores other unintended effects that the media may have on a horde of individuals. This notwithstanding, this theory was useful in understanding the phenomenon under this examination.

1.8 Hypotheses

A scientific hypothesis is a statement created by the researcher to speculate the outcome of the study.³¹ The study will test the following research hypotheses:

- i. Kenya has put in few digiplomacy strategies to enhance efficiency in its foreign relations.
- ii. Kenya is facing challenges in implementing digiplomacy in its foreign relations.
- iii. Kenya is yet to fully utilize digiplomacy in its foreign relations.

1.9 Research Methodology

Research methodology describes the procedures and strategies that were used to conduct the study. It describes the research design, the site of the study, target population and

³¹ Martyn Shuttleworth, Lyndsay T Wilson (Mar 17, 2008). Research Hypothesis. Retrieved May 08, 2018 from Explorable.com: <https://explorable.com/research-hypothesis>

sampling technique. It further discusses the instruments for data collection and finally scrutinizes the data analysis. This part will end with a summary.

1.9.1 Research Design

Research design is the well-thought-of rationale of a study that tosses light on how the study is to be conducted.³² It exhibits how most of the genuine piece of the exploration study – the examples or social affairs, measures or activities, and so on – cooperate attempting to address the research questions. The examination configuration can either be logical, graphic, exploratory, non-test or subjective. In a descriptive research such as this one, the study is designed to provide a picture of an occurrence as it naturally happens.³³ This is a mixed study. That is to mean that it shall be both quantitative and qualitative. It is however more inclined to be a qualitative one. A qualitative research means that it shall focus on the understandings of people as well as stressing the distinctiveness of the individuals.

The study will adopt the descriptive research design through the use of an assessment. A descriptive design is one that is used to basically obtain information about the status of the phenomena and to describe "what exists" with respect to variables or conditions in a situation.³⁴ The plan of this investigation was chosen since it will help the analyst to depict information and attributes about the populace and phenomenon under examination. Utilizing the structure, both quantitative and qualitative data were gathered.

1.9.2 Research Site

A research site refers to the area where the researcher will collect most of their information from. It is the geographical area where most of the respondents are located. This study was centred in Nairobi County. The location was selected because it houses the Kenya Ministry of Foreign Affairs. It is also the dominant domicile of all the diplomatic actors that the

³² Cooper, D. R., & Schindler, P. S. (2008). *Business research methods*. Boston: McGraw-Hill Irwin.

³³ Creswell, J.W., & Plano Clark, V.L. (2007). *Designing and conducting mixed methods research*. Thousand Oaks CA: Sage Publications

³⁴ Creswell op. cit., pp.48

MFA relates with. It is further cosmopolitan and divergent in demographic traits of the citizens who formed part of the respondents.

1.9.3 Target Population

The target population in a study alludes to the entire gathering of individuals or items to which specialists are keen on summing up their decisions.³⁵ The study mainly targeted the MFA in Kenya and its main publics, that is the public and state actors in the embassies, high commissions and consulates in Kenya. The publics also included non-state actors including world citizens, corporations, business magnates, international media agencies, International Non-governmental organizations (INGOs), Transnational Diaspora Communities and other publics that have international legal personality.

1.9.4 Sample Size and Sampling Procedure

Sample size refers to the number of actual elements of the population to be included in the sample as the respondents or units of deriving information from.³⁶ This research study used Krejcie and Morgan formula to come up with the sample size which is 100 people. These people shall be placed in five groups of analysis, each 20. These units of analysis shall be: Kenya MFA officials, citizens, media personnel from different media institutions, INGOs particularly Kenya Climate Innovation Center and the American embassy officials.

1.9.5 Data Collection Methods

Data collection refers to the methodology of gathering data on focused factors in a set up efficient form. This then enables the researcher to answer important questions and to assess the results.³⁷ There are two common methods of data collection; primary and secondary. Primary data collection method is collecting fresh and first-hand information from the respondents. Secondary data collection method refers to gathering data from books, journals and other archived materials. This study utilized both primary and secondary data

³⁵ Cooper, D. R., & Schindler, P. S. (2008). *Business research methods*. Boston: McGraw-Hill Irwin.

³⁶ Creswell op. cit., 23

³⁷ Cochran, W. G. 1963. *Sampling Techniques*, 2nd Ed., New York: John Wiley and Sons, Inc.pp. 1-240

collection methods. Primary data was collected using questionnaires, interviews and Focus Groups Discussions (FGDs). Questions in the questionnaire was in both open-ended and closed-ended form. They were administered by the researcher digitally through Kobo Toolbox, a research tool that is more or less similar to Google Forms but more advanced, and manually to the respondents who cannot use Kobo Toolbox. Interviews and FGDs was conducted using interview guides. Questionnaires was administered to the international citizens and American embassy officials while the researcher intends to hold FGDs with MFA officials and interviews with the media.

1.9.6 Research Procedures

The first step entailed the preparation of the questionnaires and interview and FGD guides. These were then be pre-tested with a small section of the respondents to check for accuracy and avert possible errors. The respondents who were involved in the pre-testing was drawn from each of the five groups, one person per group. A letter of introduction was sought from the University of Nairobi with an accompaniment of a license to carry out research from National Council for Science and Technology (NACOSTI). The researcher also visited each of the areas in the research sites where the respondents were drawn from and got permission from the relevant authorities and the respondents.

1.9.7 Data Processing and Analysis Technique

After data was collected, the questionnaires were checked whether they are complete and ready for analysis. The data collected through Kobo Toolbox was converted into Google Sheets (MS Excel) formats which are the backend formats of the Kobo Toolbox. The researcher then imported the data and used the Statistical Package for Social Science (SPSS) software version 20 to analyze the data. Every quantitative data that was collected from the questionnaires was analyzed and presented using percentages, frequencies, means and standard deviation and later presented in form of tables and graphs.

Qualitative data analysis typically depends on an interpretative way of thinking whose primary is looking at important and emblematic substance of the subjective information. Rates was utilized conjointly with frequencies to express the extent running from 0 - 100,

on similar reactions. A total score and standard deviation was used in Likert Scale data. Qualitative data was analysed through thematic analysis. Thematic analysis involved scientifically examining the key themes in the study.

1.9.8 Ethical Considerations

This study observed all the research-associated ethics. It is void of plagiarism and the entire study was solely the researcher's work. The researcher has given citations using Chicago Referencing Style where necessary. The researcher also sought all the relevant clearances prior to conducting the study, that is from the University of Nairobi, NACOSTI, MFA and American Embassy. He also reported to all the relevant authorities upon commencing the study. Confidentiality of the data and information collected from the respondents was highly observed. Where necessary, all the group respondents were given a copy of the final research findings and recommendations once the study had been published.

1.10 Outline of the Study

This study is organized into six chapters. Chapter One covers the background to the study, problem statement, research questions and objectives, justification of the study, literature review, summary of gaps in the literature, theoretical framework, research hypotheses, research methodology, ethical consideration and finally the chapter outline. Chapter two focuses on the digiplomacy strategies that are available for adoption by the Kenya MFA and the nature and state in which they have been adopted. Chapter three covers the strategies out in place to enhance foreign relations through digiplomacy in Kenya. It explains whether the adopted digiplomacy means are effective in shaping foreign relations of Kenya or not. Chapter four analyses the challenges that Kenya faces in the practice of digiplomacy and shall focus on data analysis and presentation of the data collected from both primary and secondary sources. Chapter five has the summary, conclusion and recommendations.

CHAPTER TWO

STATE OF DIGIPLMACY IN KENYA

2.0 Introduction

This chapter examines the digiplomacy options that are available for adoption by the Kenya MFA and the nature and state in which they have been employed by a wide range of entities including citizens, corporations, business magnates, international media agencies, International Non-governmental Organizations (INGOs), Transnational Diaspora Communities and other bodies. The chapter is grounded on the knowledge that Kenya is a relatively under-developed country that is seeking to put its mark in the global arena through a number of diplomatic efforts. The chapter thus looks at the digiplomatic options available in the stature of Kenya and how well the country has responded to its situation in a diplomatic sense.

2.1 Available Digiplomacy Options in Kenya

Digital diplomacy developed from open tact diplomacy, a type of the discretionary practice which has been portrayed as an "instrument utilized by states to understand societies, demeanors, and conduct; construct and oversee connections; and impact meditations and activate activities to propel their interests and qualities." It has been contended by researchers that, "carrying people in general everywhere into the political condition has likewise expanded the quantity of partners taking an interest in universal discretion from state-to-state collaborations, to worldwide associations and global non-administrative associations. All the more as of late, this has incorporated the ordinary individuals, which ambassadors as a rule have depended on for their fortifying, or separating, sees on various issues."³⁸ Basically, connections between the state and different pieces of society including state and non-state actors are influenced by the route in which diplomatic information

³⁸ Sotiriu, S. (2015). Digital diplomacy: Between promises and reality. In C. Bjola & M. Holmes (Eds.), *Digital diplomacy: Theory and practice* (pp. 33–51). New York, NY: Routledge. p. 36

important to different countries and bodies is managed, analyzed, broadcast and even perceived.

More importantly, the outcome of exerting diplomatic influence may vary depending on the method employed. Some methods may be deemed too formal or informal depending on the situation and event. The Uses and Gratification theory asserts that there are a wide range of psychological needs that come with each different communication medium.³⁹ In Kenya, citizens, corporations, business magnates, international media agencies, International Non-governmental Organizations (INGOs), Transnational Diaspora Communities and other bodies are heavily employed in diplomatic endeavors.

2.1.1 Everyday Citizens (Citizen Diplomacy)

The concept of citizen diplomacy has been around for several decades and is largely based on nationalism and patriotism. Some authors contend that there are difficulties defining the term citizen diplomacy but recognizes it as an "illustration for individuals whose activities have some effect on universal observations or as a term utilized when states use natives in legitimate tact." Researchers do not avoid characterizing the term calling it as a "way to deal with arrangement that unites experts, pioneers of sentiment, and other powerful people from networks of nations particle struggle regardless of their official status to work together in finning answers for a contention." This includes the notion that that citizen diplomacy shuts the hole among government and civil society and creates an environment that fosters information and cultural sharing.⁴⁰

Kenya, being in a region characterized by violence and other natural calamities, has a huge opportunity on fostering diplomatic ties through its peace ambassadors in negotiating for peace and cultural exchanges with other countries. Again, with a growing scholarly field and academia, professional and education exchange programs with fellow African states and the rest of the world can enable the country to utilize its renowned citizens to prepare groundwork for diplomatic exchanges. It can be founded on professions or culture where

³⁹ McQuail, Denis (2010). *Mass communication theory: an introduction*. London: SAGE Publications. pp. 420–430. ISBN 1849202923.

⁴⁰ Ibid

individuals in their personal or professional capacities represent the interests of their countries directly or indirectly when they converge with their personal interests.

2.1.2 Social Media

In the modern age of the internet, social media plays an integral role as a communication tool enabling many forums and platforms for sovereign states and their agencies to advance and advertise their interests. As a digiplomacy option, some scholars perceive the social media option as the material definition of digiplomacy. According to scholars who extensively discuss the wide use of social media by successive American administrations, digital diplomacy refers mainly to the increased use and acceptance of social media platforms by governments and their agencies to pursue international relations goals and objectives previously addressed through traditional diplomatic means.⁴¹ The two authors continue to say that digital diplomacy exists at two main levels: the foreign ministry of a given country and its foreign missions located in various countries across the globe. Through simply running diplomacy among the two institutions, states are in a position to develop suitable foreign-policy communications tailored to fit the distinctive identities and needs of local target addressees in a manner that is sensitive to the audiences' past, cultural beliefs, morals and norms, thus enabling the recognition of their either implicit or explicit foreign policy goals.

Various social media platforms also have unique attributes that favor different types of communication. For instance, Instagram is favored to handle image and video intensive communication, Twitter is suitable for precise and targeted communication while Facebook is best suited for content rich communication.⁴² For a majority of diplomatic missions and countries adopting social media options, the understanding of how these platforms work is to the best basic. The Nepal earthquake in 2017 taught Canada more about algorithms in social media uses and how such concepts affect their reach to the public and the recipients of their communiqués. Kenya's presence in the social media arena

⁴¹ Manor, I., & Segev, C. (2015). America's selfie: How the US portrays itself on its social media accounts. In C. Bjola & M. Holmes (Eds.), *Digital diplomacy: Theory and practice* (pp. 89–108). New weYork, NY: Routledge.
⁴² Manor, I. 2018. *The Digitization of public diplomacy*, New York. Springer, p. 105.

especially in the country’s drumming of support for its candidature in the elections of the non-permanent member of the United Nations Security Council (UNSC) is quite significant. The country made campaign banners and posters and shared them on their social media platforms towards the elections date.

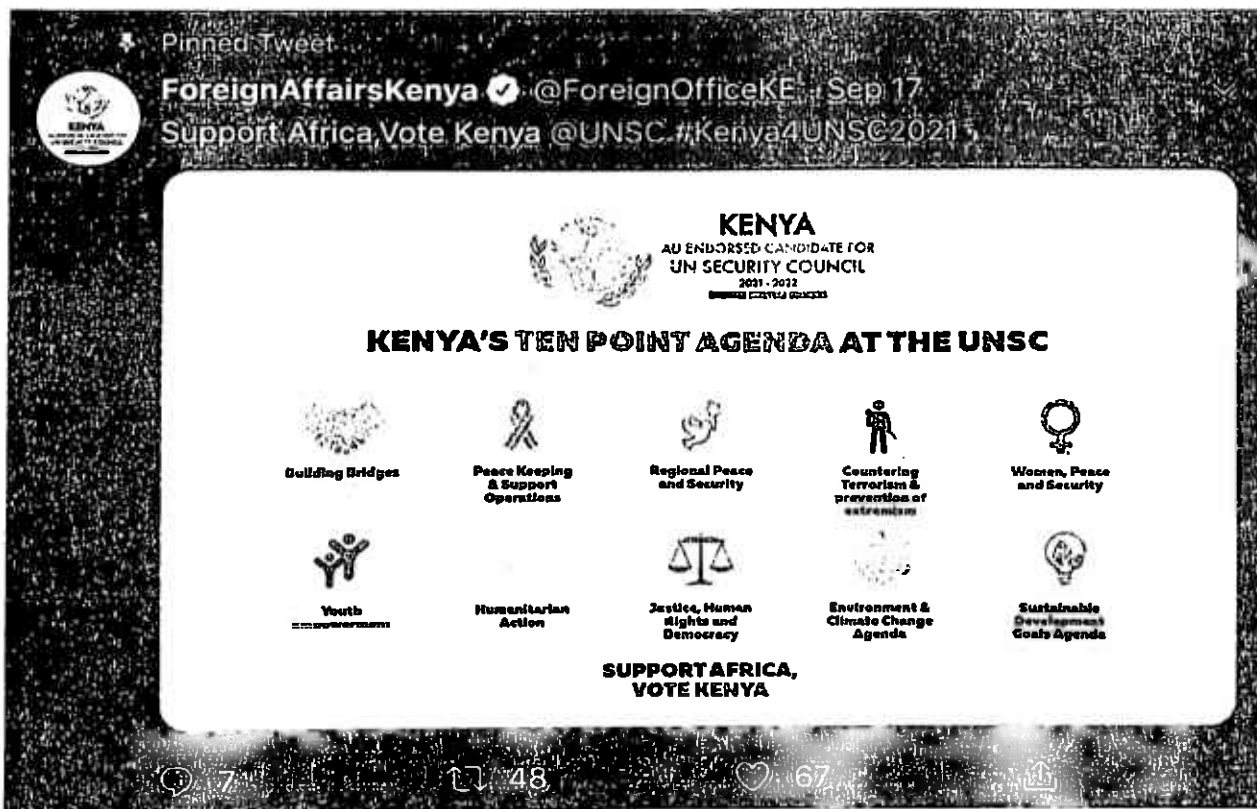


Figure 1: A pinned post on Kenya’s MFA Twitter account

2.1.3 Media Agencies

In the modern information-led world, the media has a vital responsibility of dissemination information, spreading awareness or even shaping opinions. Since the Roman and Greek civilization, control of information proved a vital military and diplomatic strategy. Centuries later, this has not changed. More recently, the Cold War era that pitted then Soviets against Americans further demonstrated the power of the media through which “control, manipulation and dissemination of information about the other side constituted a

permanent and a highly bureaucratized fourth estate.”⁴³ Other scholars have looked at ownership of global media agencies and how they have played their role in shaping global politics, policies and public opinions. For instance, the Al Jazeera is viewed to advance the Arab world interests globally and is intended to counter the influence of Western media mainly CNN and BBC. Besides their ownerships angle, media agencies can shape global politics and public opinions through their content. The CNN effect is a concept that has been widely addressed by a number of author’s that extrapolates the influence of instantaneous and dramatic coverage of events from around the world through the news dedicated channels such as CNN. The concept argues that by CNN broadcasting dramatic images of children affected by hunger in some countries around the world on a regular basis, Western countries feel obliged to act. This effect is not exclusive to CNN alone but all news dedicated media agencies. They can easily shape the opinions and perceptions of the public and policy makers. For instance, in the case of global natural catastrophes, interventions can be easily sought through dramatic media coverage such as in the case of famine epidemics in Africa or fighting taking place in Kurdish area in the Middle East.

Kenya, like the rest of Africa lags behind in the global media market and tends to rely immensely on global media powerhouses including CNN, BBC and Aljazeera to tell their story. Given that these entities are foreign-owned, they are less likely to understand the social and cultural context of government and MFA communication thereby posing the risk of misinterpretation. The Western media have painted African leadership, through their headlines, as undemocratic. Take for example The Economist’s coverage on Rwanda President Paul Kagame re-election on 4th August 2017. President Kagame, despite having been re-elected by over 98 per cent of all the votes is described by qualities of an autocrat.⁴⁴ He is described as a feared man, dictator and tribal. Rwanda foreign policy towards the West seemingly has shifted, as portrayed by the coverage. Similarly, Uganda President Museveni has had various unfriendly adjectives used to describe his rule and character by

⁴³ *Global Communications, International Affairs and the Media Since 1945*
By Philip Taylor, p. 28

⁴⁴ *Intimidation nation: Many Africans see Paul Kagame’s Rwanda as a model. They are wrong. The Economist.*
July 15th 2017. pp9.

Western media while a majority of government controlled media outlets sing his praises.⁴⁵ Thus, to control a proper global image and communication, governments should be capable of liaising with such entities in clarifying information without undermining media freedom as enshrined in international human rights.

Nonetheless, these media agencies have also afforded emerging economies like Kenya the chance to sell their cause in the global arena through objective coverage. In many cases, this has been done through one-on-one interviews and live video conferencing of presidents and senior government officials. For instance, Kenya's president Uhuru Kenyatta has participated in interviews in CNN,⁴⁶ BBC and Al Jazeera to make his political arguments as presidential candidate and as an ICC suspect. The same has applied to Kenya's past foreign ministers and even the country's former Prime Minister who has remained an enigma in the country's political field. With such coverage, the individuals allow the international citizenry to learn more about the politics of the country, the goals and aspirations of its leaders and its desired place in the global arena.

2.1.4 Transnational Diaspora Communities

Transnational diaspora communities are groups or communities of people from one country living in another foreign country and still professing their allegiance and commitment to their home country. This phenomenon has taken root on a global scale since the advancement of immigration. The rise of global communities has progressed at a record rate owing to better and faster transportation networks and movement of labor. The transnational diaspora effect comes into play when the relocated migrant groups retain social ties to their homeland such as through constant communication or affiliation through culture, fashion, cuisine, music and language among other things.⁴⁷ This way, these diaspora communities hold the concerns of the countries they come from and these are cultivated for international relations goals. Kenya has a multitude of Transnational diaspora

⁴⁵ Uganda blocks social media, clamps down before president sworn in. Accessed from <https://af.reuters.com/article/topNews/idAFKCN0Y30YC>

⁴⁶ CNN. (2018). We want to move Kenya to the next level. [Retrieved online on 2019.902. from] <https://edition.cnn.com/videos/tv/2018/10/29/exp-quest-kenyatta-full-interview.cnn>

⁴⁷ By Adina Staicov. A. Creating Belonging in San Francisco Chinatown's Diasporic Community, p. 143

communities from many African countries and across the world that can be exploited to drive international relations objectives in the modern ICT-driven era.

2.2 Adopted Digiplomacy Practices by MFA

On the discussed available options, Kenya has only managed to adopt few due to a combination of reasons. Most critical is the resources constraint based on the fact that the MFA has competing interests and a limited budget. Kenya has embraced ICT development through the different forms of internet practice (email, websites, twitter, Facebook and other social-websites, video conferencing, etc). Among the most widely incorporated digiplomacy practices include social media, telephone for communications, VOP, tele-conferencing, email and mobile telephony to make work easier.

2.2.1 Citizen Diplomacy

Everyday citizens can engage in diplomacy in variety of ways. One of them can be exceling in global competitive events and showing patriotism to Kenya. Some of the Kenyans who have performed exemplary well are sports heroes and heroines who have represented and communicated the country's interests as well as advertised it as a brand in the global and geopolitical space. Given that some of these individuals have a global reputation, they can be used to communicate the country's position on certain matters such as terrorism, pollution, child trafficking among other things in various digital platforms. Take for instance the case of renown Kenyans such as Ngugi wa Thiongo, who has furthered Kenya's interests and worked on the nations image and culture through his literature works. Other notable persons include Lupita Ny'ong'o in her contribution to the global Hollywood film industry. Kipchoge and the INEOS 59 Challenge is another example that has positioned Kenya as a lead destination in athletics tourism. The Kenyan state has recognized such contributions through awards, mentions and other means through the MFA.

2.2.2 Social Media

MFA maintains an active social media presence on various platforms for a number of reasons. Going by the activities of some of its profiles, the presence is mainly set to disseminate information and spread awareness. Two of the most active platforms are on Facebook and Twitter.

2.2.2.1 Facebook

In the case of Facebook, MFA has an active Facebook page that addresses various functions. The page has of 25,000 likes and followers. The page is relatively active with over five postings in the month of August addressing various topics such as the acceptance of a Kenyan High Commissioner to Jamaica with residence in Cuba. More specialized services and information is offered by the page through the direct messaging (inbox) function that allows privacy.



Figure 2: A screenshot of the Ministry of Foreign Affairs Kenya Facebook page

2.2.2.2 Twitter

Twitter has gained wide prominence as a reliable source of information over the years compared to Facebook and other social media outlets. One of the avenues that the platform has used to build the level of trust is the verification of certain accounts. Individuals are free to seek verification of their accounts by proving their identity. The goal is intended to lock out impersonators on the internet. Accordingly, many official activities by governments and government personnel are handled through Twitter. For the MFA, there is an official Twitter handle @ForeignOfficeKE which has over 240,000 followers and is verified.

The account has been active since May 2013 and has over the years made over 15,000 Tweets covering a wide range of issues ranging from welcoming of the Botswana foreign Minister into the country to the 7th Tokyo International Conference on African Development (TICAD) taking place in August 2019. The ministry's Twitter account is closely related to the account of the current CS for Foreign Affairs, Amb. Monica Juma, who constantly interacts with her followers on the platform on various issues. Looking at the most recent Tweets in the last one month, it is evident that the MFA uses the platform to update followers on the activities of the MFA and often uses imagery of specific events to command the audience attention.

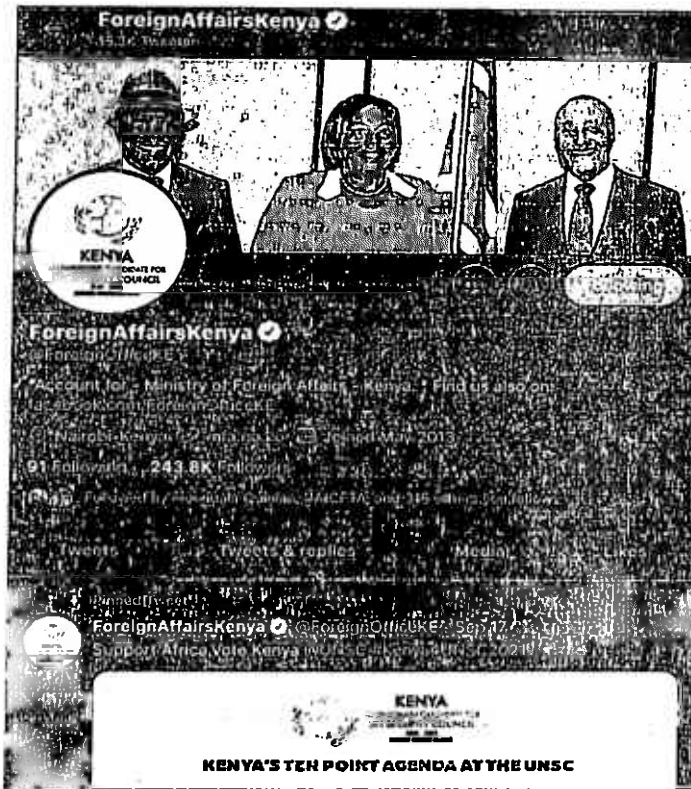


Figure 3: A screenshot of Kenya's MFA Twitter Account

Besides the MFA account, different Kenyan missions and embassies around the world have their own Twitter handles. Take for instance the American mission which runs a verified Twitter handle @KenyaembassyDC with over 4,800 followers that serves Kenyan interests both in the US and Mexico. Interesting, the Kenyan embassy in the US created its Twitter handle in 2011, way much earlier than the MFA. This could be explained by early adoption of social media in the US compared to Kenya.

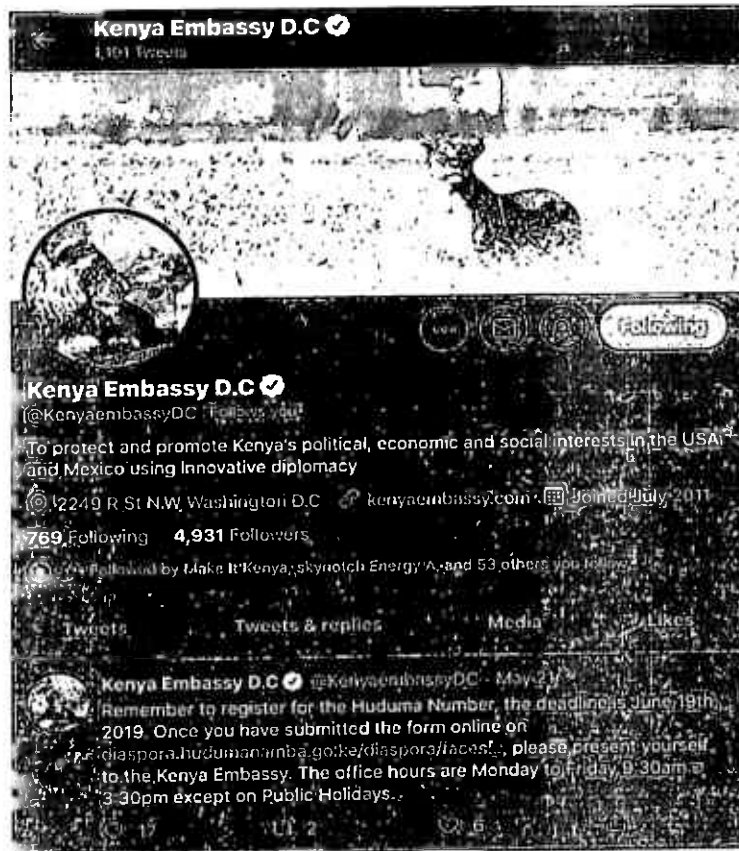


Figure 4: Kenya Embassy in Washington DC Twitter Page

The Kenyan mission in the UK also has a Twitter handle, though it is not verified, indicates that it is run by the Kenyan high commission in the UK. This mission entered the social media scene relatively late with the handle created in 2015.

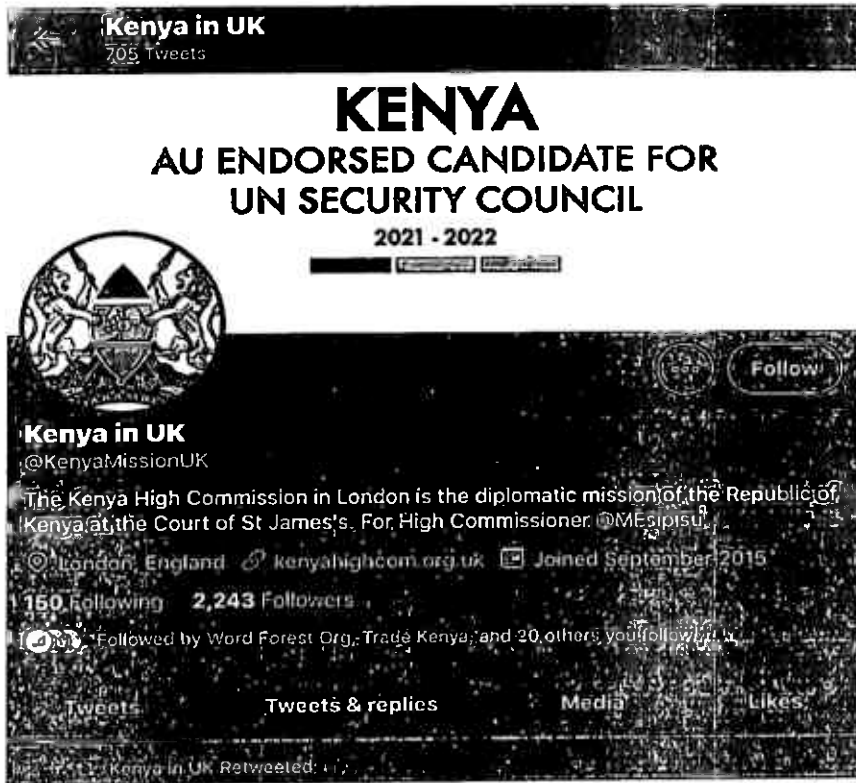


Figure 5: A screenshot of Kenya in UK Twitter Page

2.2.3 Website

The Kenyan MFA has a working website at <http://www.mfa.go.ke>. The website offers basic information about the country and its foreign missions. It also addresses recent and current events pertaining to the country engagement with the foreign relations. The website also contains links to affiliated websites of Kenyan foreign missions in other countries. The website not only seeks to serve Kenyan diaspora communities but also Kenyans seeking to travel to these foreign countries.



Figure 6: A screenshot of Kenya MFA Website

2.2.4 Telephone Technology

Soon after President Uhuru Kenyatta was sworn in as president, the office of the presidency was quick to put into public the lists of global leaders who had called president Uhuru to offer congratulatory messages and good will wishes. Among the noted leaders were president barrack Obama and Vladimir Putin. Thus, telephones and mobile phones can never be omitted in this debate; for they have taken diplomatic practice a notch higher. The current mobile phones derive their origin from the invention of the telephone by Alexander Graham Bell in 1877. This invention made it possible for human voice to be transmitted from one region to the other. Unfortunately, it took about half a century; a long period indeed for the telephone to be used in diplomacy.

This was after the Second World War that started in 1939 and ended in 1945. Guglielmo Marconi, an Italian scientist started attempts to improve the technology and invent a wireless telephone. In his relentless effort, he ended up inventing a wireless radio in 1906. Radio was embraced and was widely used by the Soviets and the US during the Cold War.

The technology that merely started by a telegram has today evolved to Skype, wireless phones and smart phones. The instantaneous nature of telephone communication has revolutionised how diplomacy is handled. In the case of Kenya, such phone calls from world leaders are interpreted as being equivalent to an endorsement and a vote of confidence. Similarly, Kenya's presidency has taken to making telephone calls to other world leaders as a means of communication and attaining diplomatic goals of fostering closer relations. For instance, president Uhuru Kenyatta has offered numerous congratulatory messages to other presidents around the world over telephone after winning elections on various occasions.

2.2.5 Transnational Diaspora Communities

Going by the country's 2009 census estimates, there are about three million Kenyans living outside the country. Such a huge diaspora community has a huge task in marketing of the country and also facilitating government strategy to various countries. Some of the countries with the largest Kenyan diaspora communities include US, UK, South Sudan, Uganda and Ethiopia among others. When such communities organize themselves into groups, they can further the country's foreign interests either directly or indirectly and influence government policies and MFA activities. In the past, these bodies have attained global attention in calling for action on certain government policies. For instance, the diaspora community in the US has been calling to task the Kenyan government to fight corruption and even conduct fair elections. Given that that these groups voice their concerns in vocal means such as peaceful demonstrations in their respective embassies, they have a huge impact on a country's public image. Kenya's MFA maintains cordial working relationships with a number of these bodies. In fact, respective bodies in various countries are covered under two umbrella bodies Kenya Diaspora Alliance (KDA)⁴⁸ and the Kenyan Community Abroad (KCA) that are dully recognized and registered under MFA. These umbrella bodies are tasked with liaising communication and coordination between diaspora communities and the Kenyan state through the MFA.

⁴⁸ KDA <https://kenyadiasporaalliance.org>

2.3 Soft Power in Digiplomacy

In diplomacy, soft power relates to the ability of a country or its agencies to influence global interactions without using military force. Its efficiency is based on the resources of background norms, morals, and rules. There are various classifications of soft power avenues that attend to creating suitable diplomatic relations. Whatever the classification Nye's three pillars of soft power namely: political values, culture, and foreign policy highlight, are the key goals of practicing soft power. Some of the key methods employed in exploring and exercising soft power include culture, sports, participation and membership to international bodies (eg. UN, AU, OAU).

2.3.1 Culture and Sports

One of the exciting modern phenomena of gaining soft power is sports. Being modern does not negate the fact that sports has been in existence for centuries and have been used to bring different nations and cultures together. While the various competitive events including swimming, athletics, gymnastics, javelin throwing, soccer, ice skating among many others are important, the implied action of bringing people together plus the prestige of winning medals are equally significant and symbolic of a country's power and ranking among peers. The International Olympic Committee (IOC) is the most prestigious institutions that amasses member countries where more than the sporting action comes to light. Ideally, sports provide an arena for political parodies and furthering diplomatic relations. In concept, sporting activities can be used by countries to rise tensions between two opposing countries, or gear up starting diplomatic relations such the North and South Korea joint team.⁴⁹

2.3.1 Membership to International Bodies

Kenya plays an active role in various international global bodies such as the AU, UN, COMESA and EAC. The chief motivation for membership into these bodies is mainly for trade or military cooperation. Over the years, the country has been active in these bodies

⁴⁹ Qingming, Z. Sports Diplomacy: The Chinese Experience and Perspective. *The Hague Journal of Diplomacy* 8 (2013) 211-233. Martinus Publishers. p. 211 8 Ibid 9 Arnaud, P. & Riordan J. 1998, Sport and

through participation in meetings, respecting policies and even funding. Membership to these bodies have a direct bearing on the digiplomacy policies adopted by the country either directly or indirectly. For instance, the UN through its various policies like the proclamation of universal human rights calls for member states to respect individual rights that includes freedom of the press and political representation on all that impact how various actors in diplomacy and the government at the center of it carry out the practice.

Organizations based on military cooperation such as NATO provide guidelines on how members relate with one another and non-members. Kenya has no explicit military arrangements with other nations except for agreements on fighting terror with a host of other countries including Somalia, Uganda, US and the UK. Nonetheless membership to the UN, Kenya's relationship with other states is affected by trade and military embargoes imposed on other countries via the United Nations Security Council (UNSC). For instance, Iran and Syria and Cuba face arms and trade embargoes and sanctions that would limit Kenya's diplomatic engagement with such countries.

2.4 Digiplomacy Strategies Adopted by the Publics of Kenya

Kenya's national interests have been crucial in shaping the country's foreign policy agenda. Kenya's interests in foreign relations policy can be largely classified into three subsets; that of security/political, geopolitical factors and Kenya and regional integration. Expounding on the latter, Kenya aggressively engages in multiple regional initiatives such as the Common Market for Eastern and Southern Africa (COMESA), amongst others. As such the country has dedicated some diplomatic resources to addressing specific needs in the various categories as well as applied some in the pursuit of broad diplomatic interests.

2.4.1 Sporting Organizations and Events

Kenya as a country is one of the most recognized and respected states globally for its sporting prowess specifically in long and medium distance races. Since the country won its first Olympic medal, the country has continued to bag many other medals and accolades in Olympics and other sporting forums such as the International Association of Athletics Federations (IAAF) and other sports disciplines including football, volleyball and

swimming. Sports creates a platform for states to come together peacefully yet at the same time presents an opportunity for nations to peacefully challenge each other fairly.

Riordan and Kruger cite Nauright who argues that "in this undeniably brought together yet separated world, sports uber occasions, especially the Olympic games and the FIFA Soccer World Cup which have turned out to be popularity central focuses that have emblematic worth well past the outcomes on the fields of wearing challenge."⁵⁰

While performance and exploits in sports by Kenyan sportsmen and women may be easily linked to their talents and training regiments, the MFA has aptly exploited the opportunity to further Kenya's interests by portraying success and resilience as part of its identity as a people.

More importantly, the MFA and even other government personalities have used the achievement of these individuals and teams as an embodiment of the Kenyan people and the spirit of the country. Across official and personal digital platforms, notable government personalities have endorsed and celebrated the achievement of these Kenyans. This is not only as a form of uniting the country towards the commitment of doing good and motivating young talents but also in selling Kenya to the outside world. Most recently in 2019, Kenya's head of Orange Democratic Movement (ODM) joined the Kenya national football team in Egypt during the 2019 Africa cup of Nations after the team qualified for the event after a fifteen-year absence. Again, the cabinet secretary in the sports and culture docket, Amb. Amina Mohammed was extensively cited in the mainstream media in her congratulatory message to the Kenya men basketball team for reaching the African finals on Twitter. The Deputy President William Samoei Ruto was also in Vienna with his wife to support and celebrate the win of marathoner Eliud Kipchoge during the INEOS 59 Challenge.

⁵⁰ Riordan, James, and Krüger. A. 'The International Politics of Sport in the 20th Century. London': E & FN Spon, 1999

2.4.2 Sportsmen

Kenya has an impressive array of world winners in sports that have pushed the name of the country to international recognition. While they may professional be in pursuit of individual or team glory, they cannot shake off their nationality. In common cases of display of patriotism, Kenyan athletes will often don replicas of the country's national flag in such events in their interviews with global media outlets and even on their social media interactions. Such actions further the nation's brand and image by portraying it as a sporting hub that nurtures and invests in talent. In one of the latest fetes and widely publicized sporting event, Kenya's Eliud Kipchoge set the world's marathon record in Berlin and is set to attempt to beat the sub 2:00 hours later in 2019, a feat that some sports commentators have termed as humanly impossible. For the exploits of these sports heroes on the global stage, Kenya as a country gets to benefit as they are adored and revered for their greatness. Kipchoge also set the new marathon record of running the 42 kilometers track in less than two hours. This fete was the most watched broadcast in the entire world in the recent times and poised Kenya not only as a sports hub but also as a peaceful country. Different government agencies and multinational corporations that have invested in Kenya also took this opportunity to advertise their brands.

2.4.3 Business Magnates

There are several business magnates in the country whose entrepreneurial prowess has helped Kenya's cause in the international arena. These individuals have represented Kenya through branding their businesses or at an individual capacity. In the east and central African region, Equity Bank has excelled in offering financial services in countries in the region. From humble beginnings as a Kenyan microfinance, the firm under the leadership of its CEO, Dr. James Mwangi represents Kenya's interests and has done well to exemplify the Kenyan spirit of hard work and unity. Another notable Kenyan business magnate is Chris Kirubi who has not only led many organizations to their pinnacle in Kenya but also in the region bringing attention to the country's financial and business excellence. It is worth noting that these business magnates have represented the country and their

businesses in many international forums, thereby serving the country's foreign relations interests.

2.4.4 International Non-Governmental Organisations (INGOs)

A number of global charity organizations operate in Kenya. One of the most visible ones is Doctors Without Borders (Medicines Sans Frontiers) that offers humanitarian medical services in mostly the northern part of Kenya and Somalia. With headquarters in France and volunteers from all over the world, the INGO facilitates interactions of Kenyans with foreigners thereby improving relations. Other notable firms include Red Cross and Oxfam that also offer humanitarian services in the country.

2.4.5 Global Bodies

Nairobi holds the headquarters of the only UN agency in Africa, the UNEP (United Nations Environmental Program). By the country hosting the headquarters of such a critical UN agency at a time when the world is grappling with climate change and environmental degradation, it communicates a lot to the rest of the world. The UNEP alongside other UN country offices advance the country's foreign relations objectives by holding conferences locally and also by giving a vote of confidence in the country's political stability in a region fraught with turmoil. The country has also hosted initiatives like the Kenya Climate Innovation Center (KCIC) which is was launched in 2012 as a World Bank's infoDev initiative and is among a global network of Climate Innovation Centers launched by infoDev's Climate Technology Program (CTP). This shows that Kenya is a suitable destination for global institutions and initiatives.

2.5 Policies Underpinning Diplomatic Adoption in Kenya

The MFA has a clear diplomatic policy that explicitly expounds its underpinning values and policies. The policy statement reads "Vision driving Kenya's Foreign Policy plan is the quest for 'A quiet, prosperous and universally aggressive Kenya' while the Mission is "To extend, advance and ensure Kenya's interests and picture all-inclusive through inventive discretion, and contribute towards a simply, serene and evenhanded world." Although the

system has been consistently refreshed with various political systems, the present one's perspective that the nation's international strategy depends on five entwined foundations of tact distinguished as financial, natural, social and diaspora.

2.5.1 Peace Pillar

The pursuit of peace is one of Kenya's defining attributes enshrined as one of the diplomatic pillars and also addressed by the Kenyan National Anthem and loyalty pledge. Successive governments and leaders have consistently reiterated that peace is vital to achieving the country's national objectives. Closely related to these aspects, is the country's – Kenya - belief that its own steadiness and economic prosperity are inherently tied to peace and stability among its neighbors and Africa at large. Instances of political instability in Congo, Somalia, South Sudan and Somalia have served to demonstrate that Kenya's wellbeing is dependent on the wellbeing of the rest of Africa. The following are the ways in which Kenya has promoted peace as well as positioned itself diplomatically as a peace hub in Africa:

1. Promote and facilitate peaceful and diplomatic conflict resolution
2. Liaison with African states to empower the stability and resolve on regional bodies capability and organizations, including the East African Community (EAC), Common Market for Eastern and Southern Africa (COMESA) and the African Union (AU) with an aim to promoting sustainable peace and development. Most recently, Kenya put forward a proposal for Africa to set up a regional court to try human rights abuses as an alternative to the international criminal court (ICC).
3. Support peace efforts in the region in line with resolutions of organization where the country is a member such as UN and AU. As evidenced in this commitment, Kenya has provided many peace troops in UN and AU missions in Sierra Leone and Somalia respectively.
4. Increase capacity in conflict resolution through the Foreign Service Academy and other institutions. Kenya has contributed towards conflict resolution by providing mediations the South Sudan Conflicts and Somalia.

2.5.2 Economic Diplomacy Pillar

To improve the social and economic welfare of its citizens and contribute positively to the prosperity of the region, peace is an integral ingredient. This, the pillar of peace comes before that of economic prosperity. This aim of this establishment of the Economic pillar is to:

1. Promote the inflow of capital in to Kenya and neighboring East African region;
2. Empower local and regional businesses in serving the larger global market
3. Present the country as a preferred destination for tourism and investment destination targeting investors and travelers from the larger global market
4. Expand Kenya's global exports of coffee, tea, and other exports
5. Enhance technological advancement by promoting skills acquisition and technology transfer
6. Support the transition to more renewable energy source to fight climate change and pollution
7. Promote beneficial trade and equitable bilateral, regional and multilateral trade agreements fair to signatory parties

2.5.3 Diaspora Diplomacy Pillar

This pillar recognizes the economic and social contribution of the Kenya diaspora communities in the country. To do achieve this and further support the contribution of the diasporas, the state aspires to harness skills and knowledge transfer for local deployment. The objectives of this pillar are to:

1. Providing effective plus responsive consular services;
2. Enhance diasporas engagement in national development;
3. Promote the accessibility of the international labor market by Kenyans
4. Tapping into skills and resources of the Kenyan diasporas for national level development.

2.5.4 Environmental Diplomacy

A strong environmental pillar policy for Kenya reiterates the country's appreciation of its diverse environment and its necessity and contribution to achieving growth and prosperity in the modern age of sustainable development. It is based on this commitment that Kenya plays hosts to the UNEP as a vote of confidence on its commitment to preserving the environment. The objectives of this pillar are to:

1. Champion the strengthening of the UNEP offices and United Nations Human Settlements Program in Nairobi (UN HABITAT) in spearheading environmental conservation
2. Contribute towards creation of new and relevant environmental policies and also promote compliance by the state and other countries
3. Advance the integration of sustainable development into the national and territorial financial exercises, including farming and the travel industry to limit negative effect on nature
4. Promote innovative work to spare nature
5. Encourage open mindfulness and learning on ecological issues through various programs

2.5.4 Cultural Diplomacy Pillar

Over the years Kenya has earned its rightful place as a major cultural tourism hub with a variety of cultures not replicated anywhere in the world. This culture is considered a diplomacy pillar in the sense that it allows foreigners to learn about its people and heritage for better understanding. Its goals are:

1. Regard and see social good assortment and inheritance
2. Advance social exchanges and associations
3. Advance overall intercultural talk
4. Advance games and workmanship as a long-lasting decision for the young people
5. Advance the affirmation of Kiswahili as a terrain and overall language

These pillars give a directing structure to political commitment on all levels. For the country to fully adopt digiplomacy and fully integrate ICT into traditional diplomatic functions, the involved actors have to retain these pillars for the country to maintain a consistent message and achieve set goals and objectives.

2.6 Theoretical Policies Affecting Digiplomacy

From a theoretical perspective, adoption of digiplomacy ought to be guided by a set of postulates anchored in the states traditional view of diplomacy, the law and international best practices. Different scholars have developed unique sets of policies that can be categorized into six broad groups namely:

- 1. Organization and management:** There is a great need to articulate a theme, setting up guidelines, and also delegating a central authority to oversee operations. A central authority is critical to control communication and use of social media which can be easily misused.
- 2. Security in digital diplomacy:** In adoption to ICT in digiplomacy, information and data should be sure. Hackers and unauthorized access should be kept at bay through necessary cyber security measures.
- 3. Timing and tempo:** In an information driven world, information should be provided on demand and on regular basis.
- 4. Content, context, and failures:** Digital diplomacy tools such as social media should generate engaging content that suits different scenarios.
- 5. Maximizing knowledge and underutilized resources:** Digiplomacy actors should always seek additional means of enriching interactions with the global community to benefit a country.
- 6. Training and support for digital diplomats:** Digiplomacy is a new approach to diplomacy and individuals working in that area should be equipped with the requisite skills through continuous training and support.

2.7 Key Success Factors for Digiplomacy

The following are some of the key factors that indicate that the adoption of digiplomacy in a given country is a success:

2.7.1. Keeping it Simple

A digiplomacy strategy should be simple but effective. A grandiose strategy could drown in its own weight of complexity and bureaucratic restrictions with leaders seeking to exert control. A complex strategy would delay communication time, hinder prompt responses and restrict public involvement by reintroducing the rigid structures of traditional diplomacy.

2.7.2. Retaining Depth

Leaders should recognize that digiplomacy entails not only the social media but also public diplomacy. Public acts of digiplomacy should not imply neglecting other non-public activities or perceiving them as less important. For example, the social media network of Kenya's MFA has remained active in periods of turmoil in the country such as the terror attacks in the country which have prompted travel advisories by the US and the UK. The MFA have worked extra hard to differentiate the country's various regions in terms of safe and unsafe places and has helped in communicating the state's resolve in protecting the interests of other countries.

2.7.3 Commitment of the Top Leadership

Top leadership needs to support the growth of digital diplomacy. Digiplomacy is a relatively new concept that works in tandem with traditional diplomatic practices. This means that digiplomacy is not meant to replace or serve as an alternative to traditional diplomacy but should function in enriching the latter. Leaders need to show proactivity and embrace change. In fact, they should spearhead change and reassure their staff that creativity and innovation are encouraged as long as they stick to the guidelines and objectives of the state. For example, global leaders in the likings of President Trump, Elon

Musk among others use Twitter to make official declarations giving legitimacy to the platform.

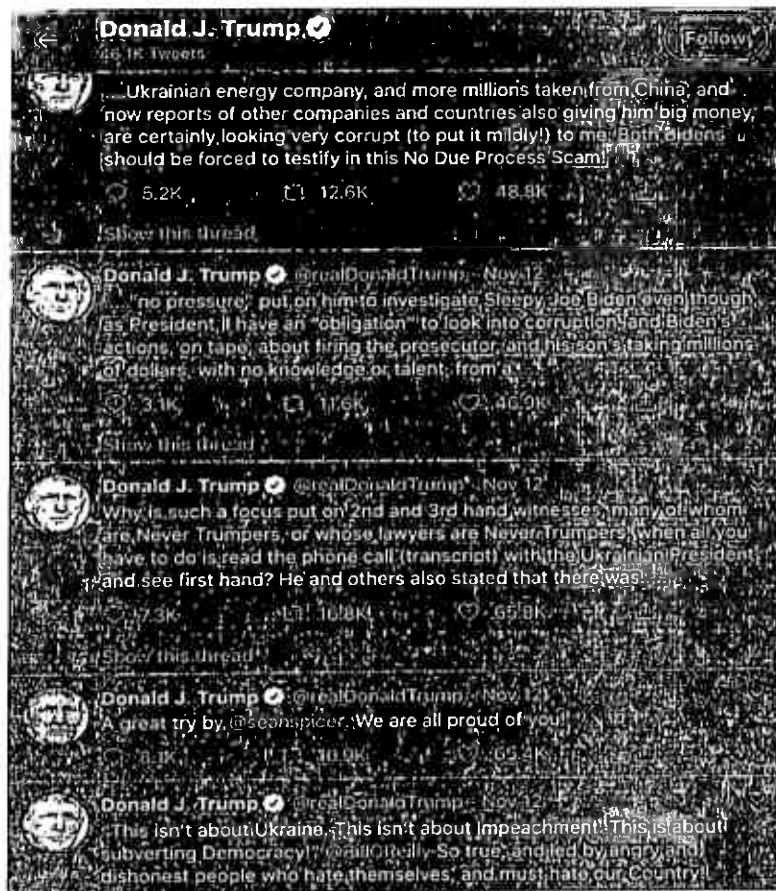


Figure 8: Some of the Tweets by America President Donald Trump

2.7.4. Modest Budgets and Selecting Effective Digital Platforms

Big budgets do not translate to immediate results automatically. Thus, small countries with smaller budgets have no adequate reason to assume that their diplomacy efforts cannot compete effectively with countries with larger budgets. As a matter of fact, some digital tools such as Wikipedia pages cost nothing to create, maintain or run them and can be effective in the long run. The most dominant digital platforms are those that command the highest credibility compared to other platforms. Thus, states should prioritize creating websites as opposed to social media profiles.

2.7.5 Regulations Under the Constitution

Kenya's 2010 constitution has been lauded as one of the most progressive globally for recognizing the value of human rights and also enshrining many other rights to keep in touch with modern times. The previous constitution was largely borrowed from a colonial Kenya and the new constitution was in part a testament to its sovereignty and pointed to a new desire for the country to increase its ranking in the global lists of most democratic states. In the past, the government has not played a principal role in foreign relations. As enshrined in the constitution, the president held the foreign policy prerogative. The national assembly has been given more mandate under the new constitution; agreements with foreign states have to pass through parliament for endorsement contrary to the earlier approach. Ambassadors nominated by the president, first have to undergo national assembly vetting before assuming the office. These establishments are possible through proper implementation of the new constitution.

2.8 Challenges of Adopting Digiplomacy Practices

There are certain challenges that bedevil the adoption and implementation of digiplomacy which are as follows:

2.8.1 Social Media and Internet Freedom

Internalization of data energizes associations, additionally looking at strategies and best practices notes. Be that as it may, new correspondence and digital diplomacy advances have profoundly affected negative occasions also. Psychological militant and xenophobic gatherings likewise activate and enlist supporters through similar diverts utilized by governments in advancing their interests. The web is likewise seen as a channel for the spread of fanaticism, fear mongering and the inconvenience of outside belief systems. At that point, some portion of interpersonal organizations can move towards becoming anybody, from world states to different radical associations, in which the last ones disperse their standards, qualities and targets, whatever they are.⁵¹ Faultfinders of computerized

⁵¹ Kalathil, S., ed. (2013). *Diplomacy and Security in the Information Age*. Washington: Georgetown University.

discretion consider perilous, for example, "Trojan Horse" opportunity from the web and social media.

The web increases the quantity of voices and interests associated with drafting universal approaches, convoluting global basic leadership and diminishing the nation's select control in this procedure. Various entertainers of the state and system, with various interests, objectives and qualities, gather distinctive security situations.⁵² A state must be guaranteed against outer dangers originating from different states or other universal entertainers, for example, psychological oppressors. It should likewise ensure security despite inner dangers against its character, request, an area, or statistic honesty, for example, the instance of despise discourse and prompting to brutality and xenophobia. From August 2015 to December 2017, the social media platform Twitter had shut 1.2 million records for "violations related to the promotion of terrorism."⁵³ However, Twitter, Facebook and YouTube are under pressure and admonishment from world governments, which are censuring them about not being exacting enough in their battle against terror-based extremism and radicalization on the cyber space.

2.8.2 Lack of Internet and Social Media usage Know-how

By and by, mysteries never cease to exist on the web. The online networking upheaval is changing the manner in which how individuals see the world, and how they are conveying. Not just it has made simpler for governments and representatives to draw in with the general population yet it has made everyone increasingly mindful of the impacts - both positive and negative - a solitary word, tweet, Facebook remark, video, or picture can have in a moderately brief time allotment. Absence of information about utilizing new social media advancements, the web, and social media life can result into horrible outcomes, extreme clashes, even with expulsions of government officials. Meeting the dangers of the advanced age implies that remote services need to prepare their representatives in how to utilize computerized specialized apparatuses, therefore maintaining a strategic distance from other harm. Strategic missions of enormous nations utilize lasting staff represented

⁵² Kolodziej, A., E. (2005). Security and International Relations. UK: Cambridge University Press.

⁵³ Twitter Inc 2018.

by considerable authority in managing science and innovation related records. Today, computerized tact users need to persistently be prepared and to rehearse, and also to embrace new advanced innovations as quickly as time permits, regardless of whether they are confounded, so as to pick up the essential information about utilizing them and to stay away from dangers of this nature.

2.8.3 Disagreements Among Users

All states are basically grave since all administrations and systems need to utilize power to uphold the law, to keep up inner request, and to secure the state against any outside risk.⁵⁴ In any case, the worldwide period of the 21st Century is portrayed by a feeling that nobody is in charge. Indeed, even the most dominant state on the planet can't get its way into numerous issues. The year 1989 did not check the part of the bargain, the start of another stage in international relations among states and individuals.⁵⁵ The digital platforms are viewed as the main thrust of globalization. In this way, the denouncing of the globalized world is to some degree censure of the modernized world. Information about overall crises, which used to take hours and days for government specialists and media to be disseminated, are by and by being imparted live in world through radio and TV, yet furthermore from the web and specifically social media associations. The arrival of electronic person to person communication has overwhelmed the segment of "riddle" in procedure. Ministers can never again be certain that their insights will not be revealed to the observers they have never centered around, and it is as of now hard to leave the open eye. For policymakers, the fast transport of information about distant and near to events is presumably going to be more a peril than a bit of leeway. It creates the impression that the "time of riddle" has quite recently been displaced with the "hour of dissemination" in which customarily people go through hours perusing, stamping and censuring government strategies every day, and after that sharing their considerations on the web and the social media.

Sadly, the degree of correspondence culture in social media life is powerless, where numerous political pioneers and negotiators face with abuse, just as provocative and

⁵⁴ Wikinson, P. (2007). *International Relations: A Very Short Introduction*. UK: Oxford University Press.

⁵⁵ Inoguchi & Marsh (2008). *Globalisation, Public Opinion and the State: Western Europe and East and state*.

compromising messages, in this way causing numerous contradictions. The web additionally gives and secretly stores a great deal of data of suspicious beginning.⁵⁶ Online networking in light of the manner in which they work have gigantic effects and it is brilliant to contribute as much as reality develops. In any case, data conveyed inside them, are portrayed by falsehoods and defamations. Advanced dissatisfaction is likewise connected with computerized morals. What can and can not be circulated on the web? What is the abhor discourse and what ought to be secured as a component of the right to speak freely? Along these lines, MFAs and ambassadors, together with common society, are fundamental to advance a worldwide dialog on the issues of computerized morals.

2.8.4 Anonymity

Another hurdle in adoption of digital diplomacy is the way of life of obscurity since anybody can profess to be another person and cause harms to specific people. The way of life of secrecy can prompt entangled emergencies because of the distribution of clashing information including false pieces of information. This sort of boundless disinformation on the web can impede the capacity of pioneers to deal with the resulting emergencies. Social media are being mishandled, so they need to fix their pages so as to explain regardless of whether a post emanates from a reliable source. This year, Facebook is going towards the harshest examination of its 14-years history of security practices and how it treats client information, known as the "Cambridge Analytica Data Scandal"; The illustrative information firm that has worked with US President Donald Trump's constituent social event and the Brexit victor crusade, and has taken a huge number of American voters' data and has used them to create an earth-shattering programming framework to anticipate and affect the US presidential race of 2016. Cambridge Analytica drew nearer in information in excess of 87 million Facebook customers without their knowledge.

⁵⁶ Bjola, C & Holmes, M. (2015). *Digital Diplomacy: Theory and Practice*. New York. Routledge.

2.8.5 Hacking

Developing inescapability of the computerized world, close by the dread of future assaults of delicate foundations, has transformed numerous digital hopeful people into digital doubters. Hacking is a hazard, which has existed since the innovation of the internet. In all respects, it is viewed as the fundamental danger of advanced discretion in light of the fact that numerous heads of states, governments and representatives around the globe have been its unfortunate casualties, which has once in a while endangered their profession. Discretionary adversaries, including state and non-state on-screen characters, attempt to assault government frameworks so as to remove data that would fill them for specific needs. In the ICT time there is no achievement in controlling data but in the learning of how to utilize them in successful structures. At the point when private data becomes open, they may have a quick and significant effect on driving world issues in light of the fact that the notorieties of states and their pioneers might be harmed. Digital security has arrived at the highest point of the worldwide strategic and political motivation of the UN, NATO, ITU, OECD, OSCE, Commonwealth, G7 and G20. Numerous nations have received national digital security systems and pertinent enactment. The dangers are progressively advanced and the gatherings worried to misuse the robotic vulnerabilities have been extended by dark cap hacking mystery programmers. To make things increasingly confounded, the greater part of the framework and internet providers are exclusive. with administrators spread around the different worldwide locales.

2.9 Conclusion

The chapter has revealed the state of digiplomacy in Kenya. It has revealed that the choice to adopt digiplomacy can not only be made on paper but requires laying the necessary groundwork for incorporation of digital technology into the traditional mindset and the readiness on individuals involved in the process. While diplomacy and foreign relations matters are often assumed to be a preserve of the ministry of foreign affairs, the diplomatic missions, the president and other senior state officials have a tremendous role to play. It has been portrayed that going by available literature and theories on foreign relations, there are numerous digiplomacy options available to Kenya. Not all options suit the Kenyan

situation though. Again, the efficiency and efficacy of each option varies with its implementation methods as well the inherent attributes of the option. On the overall, it can be said that digital technology enhances traditional diplomatic processes and also introduces other means and allows the free flow of diplomatic information. As the next chapter will attempt to prove, application of technology and digital platforms for diplomacy purposes has a huge impact on foreign relations.

CHAPTER THREE:

FOREIGN RELATIONS THROUGH DIGIPLMACY

3.0 Introduction

It is not uncommon for scholars and students to use the term diplomacy and foreign policy interchangeably. However, diplomacy pertains to a method through which states retain and maintain a relationship while foreign policy is the substance of foreign relations. The development of diplomacy through the emanation of digital diplomacy further cements the notion of diplomacy and foreign policy. As afore-discussed, digiplomacy is diplomacy gone digital, that is through the use of the internet and other CMC. Foreign policy on the other hand is a set of rules that ought to guide international relations and is mainly conducted by specialized entities with the single goal of pursuing national values and interest of a country. Having looked at the basics of foreign policies, it is imperative to address the specifics of Kenya's foreign relations and policy in light of new developments in law, politics and global and regional geopolitics. To do so, the chapter will cover the current state of digiplomacy in the country and its reception and perception by various actors as well as the future of digiplomacy in the country in reference to shaping the foreign policy of the country.

3.1 State of Foreign Relations in Kenya

Basically, the international strategy and foreign policy of a state is the mix of standards and procedures, which guide or decide international relations. In the global system of a state, it is the mix of gauges and norms which guide or choose relations between that state and various states or non-state actors. The manner in which each state follows in world issues depends upon its capacities, genuine or potential and its assessment of the external conditions as well as the short term and long-term objectives. Choosing the path to follow as well as the manner of handling day to day issues can be a tricky affair in the management of foreign affairs. Digiplomacy has potentially simplified management of foreign affairs and opened up various policies to greater public scrutiny and engagement.

Nonetheless, it is worth noting that under the old constitution, the conduct of foreign affairs was solely the discretion of the president. The Government of Kenya got this style of managing international relations from the colonial power where the Queen of England who oversaw all the country's interactions with other states. However, diplomacy is not specified to official channels only. Indeed, it is also right to say that the power to oversee all official foreign affairs was part of the executive powers bestowed on the presidency by Article 23 of Kenya's old constitution. Needless to say, delegating such an important docket to the presidency occupied with running a country often meant that the key issues of foreign affairs were often neglected or mismanaged or did not receive the appropriate attention. This is inspired by the fact that under the old constitution, there was a fully-fledged foreign affairs ministry with the minister serving at the sole discretion of the presidency that had absolute power to make appointments and fire.

Since the promulgation of the new constitution of 2010, the management of foreign affairs has drastically changed for the better. The MFA has embarked on a serious restructuring and update of policies to embrace new technology. Most notable is the fact that the ministry has established a website that offers updated information on the country, government policies and offers a gateway to the international community seeking information about the country. By virtue of the ministry running the website, it has direct control of the content and information published unlike other third-party sites such as CIA Factbook, wikis and other websites where any person can freely publish any piece of information or UN country information data and indexes. In spite of having a solid online presence, the law has however lagged behind in the enforcement of privacy and data security. This is a sensitive issue at a time when the world is grappling with increased incidences of cyber security issues with hackers manipulating information and phishing private data where sensitive databases are involved.

At the same time, some foreign affairs matters have not changed with the dispensation of the 2010 constitution. For starters, the government is allowed to arrange settlements and different relations with outside countries, subject just to the standard of consolidation into the domestic law, where such fuse is fundamental. Spare in such instances of fuse into the domestic law. there are wide and significant zones in remote undertakings where the

Government is free of lawful, instead of political controls. These incorporate the announcement of war, the dispatch of military, the addition of regions, the finishing of bargains, the authorizing and gathering of negotiators and the acknowledgment of new states and progressive governments. Every single such act now and then called "demonstrations of state" fall inside the extent of the privilege to direct outside issues and are declarations of state sway in worldwide relations. Although the new constitution requires parliament to vet all cabinet appointments, it does not negate the fact that the presidency is the chief initiator, articulator, and director of all foreign relations in the country. The cabinet secretary (CS) for foreign affairs, like any other CS, may shield and well-spoken such an approach and speak to the President at different gatherings where international strategy issues are talked about and discussed and a stand taken on issues, yet a definitive right and benefit of starting, coordinating and forming international strategy stays with the early head hypothetical scholars on government. For example, Blackstone/Lock and Montesquieu are on record for consistently battling that capacity to lead foreign affairs should consistently rest with the official.

While tyrannical regimes are synonymous with the presidency controlling all major national decisions, the foreign affairs department is closely controlled by the presidency even to some extent in contravention of the constitutional requirements. Take for instance the fact that treaties are constitutionally required to pass through parliament for ratification but that is often not the case. In fact, the country often learns of new treaties through the media as per government's communication. Kenya's Treaty Making and Ratification Act, 2012 (Rev. 2014) provides under Article 8 that after the Cabinet approves the ratification of a treaty that:

The Cabinet Secretary shall present the Treaty and a notice on the Treaty to the Speaker of the National Assembly. The important parliamentary advisory group will, during its thought of the Treaty, guarantee open cooperation in the approval procedure as per set down parliamentary strategies. Parliament will at that point favor the sanction of a Treaty with or without reservations to explicit arrangements of the Treaty.

As aforementioned, that constitutional process is largely ignored. Based on the management approach adopted by the government. The next section looks at specific relations in the global and regional zone.

3.1.1 Kenya's Foreign Relations with the Rest of Africa

Kenya's foreign relationship with her neighbors has generally been friendly but the one with Somalia has often been historically tense and sometimes volatile. Fomentations over self-assurance in the Somali-occupied Northern Frontier District finished in the Shift War during the 1960s, while the Kenyan government had been vital in seeking to establish a stable democratic government in the country amidst a joint Amisom incursion into the country targeting the Al-Shabaab terror group. To support the creation of a stable Government in Somalia, Kenya has even offered to train a section of Somalia's police force and even played host to a large number of their government employees alongside hosting Somalia UN mission in Nairobi. Again, Kenya's attempt to fight terror escalated with the country unexpected move of closing refugees' camps largely occupied by Somalis in the northern region on the basis of national security. This government move saw the intervention of the UN and UNHCR over the matter which saw Kenya temporarily extending the deadline for closing the refugees' camp.

Another key of tension between Kenya and Somalia emanates from the porous border between the two countries extending hundreds of kilometers from the coast to the northern Kenya on the border with Ethiopia. Somalis in the area still recognize and keep up close ties with their family in Somaliland. In fact, the free movement of persons across the border plus the shared language and culture among the Somalis in Kenya and Somalia makes it hard to differentiate citizens of either state. Consequently, government administrative services in the region are poor and a constant source of tension. The locals in the area accuse the Kenyan government of systemic marginalisation and discrimination with the government often denying it and counter-accusing the complainants as being undocumented migrants from Somalia.

In its enlistment of Kenya Somalis, Al Shabaab has shared ethnic and religious properties over the fringe, the complaints of a minimized network, and the defenselessness and franticness of youthful displaced people in different camps. The 2015 terror-based oppressor assault at Garissa University (150 kilometers from the Kenya-Somali outskirts) that claimed the lives of over 150 students was organized in April 2015 and was staged from Dadaab refugee camp by a combination of Somali and Kenyan terrorists. Thus, the terror activities of the Al Shabaab, though threatening both Somalia and Kenya, have been a source of tension between the two countries with counteraccusations.⁵⁷

To avert similar attacks and stem the spread of radicalization, Kenya has embarked on construction a physical barrier of a fence on its Somalia border. Somalia has protested this effort over lack of consultation and the potential impact of such a barrier in the people of the region with interests across the borders. Noting that that the international borders in Africa were drafted by colonialists as an effort in “divide and rule” policy, some scholars have questioned the relevance not the borders in Africa. Borders are human constructs that put in place to serve the interests of those who establish them as opposed to the residents of the area. The method of demarcation of countries using a strange system unknown to the residents can be linked to the continued African geopolitical conflicts along many borders and ethnic groups.⁵⁸ Various scholars on the topic assert that the borders were created by colonizers who did not understand or even consult with the African value system and the residents. Consequently, some ethnic groups have been pushing for reunification of their people by default. More often than not, some states might claim ownership of people as well as the territories they occupy thereby breeding perennial border conflicts and tensions that hinder good relations between neighboring countries.

Such border conflicts based on a fractured history disrupted by colonialism sets the agenda for foreign relations for many African countries. ICT and digiplomacy can diffuse such tensions and disagreement by enabling free flow of information to the public, offering prompt and timely responses to queries through a relaxed environment enabled by social media platforms and websites that support frequently asked questions (FAQs) and blogs.

⁵⁷ Watson, “A “Hardening of Lines”: Landscape, Religion and Identity in Northern Kenya,” 202.

⁵⁸ Minghi, “Boundary Studies,” 420.

Again, managing information flow well by explaining common histories between ethnic groups across border nations can foster a seed of reconciliation as opposed to differences as intended in the foreign relations discipline.

For many years, Kenya has maintained friendly and beneficial relations with Uganda due to their close physical proximity. Besides sharing a border, they also Lake Victoria together with Tanzania. The only blemish between Kenya and Uganda pertains to the dispute over a small island in Victoria. Often, this island has been the subjected to many episodes of social media banter between Kenyans and Ugandans.⁵⁹ Robust business across the border and education tourism between the countries means that the two countries are close and have engaged in close ties that have not been well captured on the digital front by the MFA. However, the Kenyan diaspora community in Uganda as well as entrepreneurs on both sides has engaged in digiplomacy to Kenya's great benefit.

3.2 How Different Digiplomacy Means Shape Foreign Relations

The following is a description of how digital diplomacy shapes foreign relations:

3.2.1 Promotion and Image Building

ICT has taken up some of diplomats' role of promotion and state's image building.⁶⁰ Promotion of trade and image building are some of the key development strategies of any country in the world. This task has largely been taken away from the state by non-state actors such as the multi-national corporations (MNCs), INGOs and individual actors like celebrities. In accordance with liberalism school of thought. the 21st Century diplomacy is no longer states centric; there are numerous non-state actors that today take part in negotiations internationally. Ambassadors today, still play the above-mentioned role, however, not as vividly as in the past centuries where international relations were majorly a reserve of the state. Kenyan companies, for instance Kenya Airways, Equity, and Safaricom are playing the key roles of branding and promoting the country's rich cultural

⁵⁹ Swati, B. & Rao, J. (2018). *Media Diplomacy and Its Evolving Role in the Current Geopolitical Climate*. London: IGI Global.

⁶⁰ Finn, E., (2000) *International Relations in a changing world: A new diplomacy?* Princeton University.

heritage, innovations and business prowess. Kenyan athletes, sportsmen among other celebrities also assist the diplomats in the role of marketing the country and branding it in the outside world. There is a significant rise of partnerships between the state and various private agencies in promoting cultural heritage, tourism, trade and investments. Numerous websites have also been developed by various countries to facilitate branding and promotion of a country's rich heritage. Other platforms such as social media, Facebook, email, etc have also advanced the above roles by complimenting the printed media. For example, in Germany, cultural promotion is no longer a major role of the mission of the host state. Concerts, theatre performances or museum exhibitions are majorly advertised by private companies online.

Additionally, the emergence of county governments has decentralized some state branding functions by allowing these government entities to market themselves based on their strengths. For instance, Eldoret has emerged as a branding icon by selling the region as the home of heroes. The county is home to several of global renowned athletes and the county government has taken advantage of that fact to brand itself and attract tourists and investors. Adoption of ICT in diplomacy has made this easier for the devolved government units as they market themselves as unique entities in the international arena. Other devolved units that have excelled in this endeavor include Lamu, Mombasa and Turkana. With collaboration with the MFA, Turkana has managed to sell and brand the Turkana Cultural Festival and Camel Derby to the international market targeting tourists.

3.2.2 Reinforcing the Role of Ethnic Diaspora

Diaspora constituent, for a long period of time had been forgotten hence omitted in formulation and implementation of foreign policy. This phenomenon has today changed and the positive changes registered around are commendable. The role of diaspora has been reinforced by the ICT developments in the 21st century. Today every country's foreign policy has a serious agenda and policies' revolving around her citizens in diaspora. The diaspora is today involved in public diplomacy in a number of social platforms, either directly or indirectly. The voice of the diaspora is today heard in various diplomatic

missions and has been actively involved in political and economic decisions in their homeland.

Furthermore, the transnational diaspora communities have recently become important actors in national and international politics based on their perceived global mindset. Some of the citizens in diaspora assist heads of mission in advancing their home country's foreign policies. Kenyans in diaspora, for instance, have always been applauded by the tourism sector for marketing the country's rich heritage and diverse culture in diasporas.⁶¹ The internet has also reinforced the diaspora's role in foreign policy. For instance, the Somalis in diaspora have been of great importance in advancing their country's interests and seeking the international community's support in establishing a stable government and fighting Al Shabaab. Also, worth noting is the fact that the transnational diaspora communities have a better leverage and experience in overcoming tribal and ethnic differences that maybe afflicting their fellow countrymen.

3.2.3 Publics Engagement through Social Media

Recent surveys globally have revealed that the youth comprise the largest consumers of social media. Based on convenience, wide acceptance and accessibility, states have actively employed social media to engage publics diplomatically. The US Department of states had about 500,000 followers on Facebook and 800,000 followers on Twitter. Kenyan president, Hon Uhuru Muigai Kenyatta has about three million followers on Facebook, Barack Obama has about 55 million followers, and the current U.S president Donald Trump has about 40 million followers. Indian Prime Minister Nerandra Modi has millions of followers on his Twitter handle and Facebook page. These help these policymakers to be able to test some policies and listen to divergent views before implementation. These platforms are used by diplomats among other world leaders to engage the public and collect public opinion on various issues.⁶² In the case of Kenya, the state and the presidency has greatly

⁶¹ Swati, B. & Rao, J. (2018). *Media Diplomacy and Its Evolving Role in the Current Geopolitical Climate*. London: IGI Global.

⁶² Melissen, J. (2013). Public diplomacy. In A. Cooper, J. Heine, R. Thakur (Eds.), *The oxford handbook of modern diplomacy* (pp. 436–452). Oxford: Oxford University Press.

employed Facebook to update the country on the government's policies and especially detailing president visits to foreign countries that have often received a backlash in some quarters. In fact, a casual look at the president Uhuru Facebook page indicates regular updates nearly on a daily or weekly basis announcing the president's official engagements in and outside the country. There are a lot of responses from the public in liking the posts. Such Responses include sharing images to the page, commenting and even sharing some of these posts and status updates.

3.3 Perception of Different Actors on the Foreign Relations of Kenya

There are various actors on the foreign relations in Kenya commanding varied perceptions from the public, internally and externally. The major ones include:

3.3.1 State Actors

These are subdivided as follows:

3.3.1.1 The Government

The government in Kenya has been commended both locally and internationally for promoting rapid economic growth and infrastructural development. Over more than 20 past years, the Kenyan government has earned accolades from different entities over its improving economic environment. Within the time period, Kenya has registered some of the highest economic growth rates in the world. Major infrastructural projects including the This Superhighway and the modernization of the Mombasa Port have helped in marking the country as a good example in Africa's progression from the "Dark Continent" to the focus of the future. Besides that, the country has made impressive strides in promoting human rights through freedom of the press, which is now majorly expressed through digital platforms, as well as a free democratic space. In a region dominated by tyrannical regimes, Kenya has emerged as an icon in democracy through regular elections where a multitude of political parties are allowed space to practice and sell their ideologies. As a testament to the country's respected standing among global peers, the country has played host to major world leaders including the Pope, the Japanese Prime Minister, the UK Prime Minister, the

Prime Minister of Israel Benjamin Netanyahu among many others. Kenyan presidents, the former Mzee Kibaki and the current Uhuru Kenyatta have visited various nations and demonstrated Kenya growing influence and recognition in global affairs.

Another key indicator to the states influences on international relations pertains to its involvement with the International Criminal Court (ICC) in the Hague. Following the ethnic clashes of 2007-08 triggered by disputed elections of December 2007, hundreds of people were killed and hundreds of thousands forcefully moved and property worth millions of shillings destroyed prompting the intervention of the ICC. To some, the state fully complied in investigation by ICC that led to six suspects being arraigned in the Hague where charges were suspended due to insufficient evidence. There are some who feel that the state actively tampered with the evidence. Again, following the suspension of charges, the state under the leadership of the presidency and the head of MFA engaged in campaign targeting African states urging them to boycott the ICC on the basis of the body being unfairly used to target African states. The campaign was majorly done through diplomatic visits to these countries as well as through diplomatic interactions in the digital arena. One of the key arguments was that the body undermined the sovereignty of member states and that the US was not a member and was accused of perpetuating human rights abuses especially after the Iraq invasion on claims of holding weapons of mass destruction.⁶³

On the other hand, the government has been blamed for a number of ills that have befallen the country. One of the core issues raised pertains to corruption. Many world leaders including president Barack Obama and Pope Francis have pointed accusing fingers to the government for the proliferation of corruption and nepotism. Global monetary bodies including the International Monetary Fund (IMF) and the World Bank have cited poor government policies in fighting corruption. In fact, major government personnel including ministers have been accused of engaging in corrupt practices. In response, several governments including the UK and the US have banned some individuals from setting foot

⁶³ Swati, B. & Rao, J. (2018). Media Diplomacy and Its Evolving Role in the Current Geopolitical Climate. London: IGI Global.

in their countries. In other cases, the UK has requested extradition of some state employees to answer to corruption charges. However, the government has not fully complied.

3.3.1.2 Ministry of Foreign Affairs and the Cabinet Secretary

As the official government body for international relations, the MFA has been accused of perpetuating government ills as discussed above. Most notable, the campaign to mobilise African states into boycotting the ICC was headed by the MFA at a time when the country was largely politically divided over the issue of the ICC considering that one of the candidates, Uhuru Kenyatta, was one of the suspects. Again, Foreign relations has often been perceived as only serving the interests of outsiders and the diaspora community. The ministry has often been subjected to sharp criticism following cases of abuse subjected to Kenyans working in some Arab countries as domestic workers for failing to protect them. The perception of the activities of the MFA can often be linked to the individual person of the CS overseeing the MFA docket. Often seen as a powerful docket, Amina Mohammed's appointment into the docket in President Uhuru Kenyatta's first cabinet, to some extent showed the government's commitment to gender equality. On the downside, the appointee was viewed as an easy option in manipulating the ministry to meet the presidency's personal desires in fighting the ICC given that president Uhuru was one of the suspects alongside his deputy, William Ruto.

3.3.1.3 The President

Since his first day in office, President Kenyatta has made several foreign trips around the world on various agendas. Most importantly, the president has been seeking to strengthen both multilateral and bilateral ties in trade and military engagement. The president has persistently indicated that fair trade policies will allow African states to achieve economic growth. Among the countries that the president has visited officially inside the US, UK, Nigeria, South Africa, Ethiopia, China, India, Uganda and many others. His many trips have earned both admiration and condemnation. On the one hand, admirers argue that such trips help Kenya's profile and strengthen her geopolitical influence in the region noting that the president has been a firm advocate of pan Africanism. On the other hand, some

voices have argued that such trips are very expensive to the country at a time when citizens are struggling with high cost of living, unemployment, high crime rates, drought, poor health care services among other things.

Opponents of these trips argue that the presidency can conveniently visit other states with smaller delegations to cut costs. From an economic perspective, President Uhuru Kenyatta has been seen to lean towards the Far East, in continuation of a precedent set by his predecessor, Mwai Kibaki, and other African presidents. Some political commentators and politicians including world renowned economist David Ndii have accused the President of enslaving Kenya to Chinese debts. The fact that there is a huge cultural distance between china and Kenya has meant that not all Kenyans have understood the Chinese way of doing business with many of them preferring the western approach to doing business and international relations as Kenya has grown accustomed to this approach inherited from the British colonial masters and contextualized to the African situation.

The IMF, African Development Bank (ADB) and World Bank have supported such views arguing the country to be cautious of Chinese loans that seem to have numerous and hidden strings attached to them.⁶⁴ Again, China failures to seek accountability and respect for human rights to the beneficiaries of their loans has been cited as a potential political risk in the region with the Far East giant accused of funding rebellions and insurgencies in several countries including South Sudan and Congo. The office of the presidency has gradually been demystified and made more accessible to the common citizenry especially through the adoption of digital platforms as previously discussed. The public feels that the office, besides its bearer, represents the sovereignty of the state and is an icon of its democracy. However, with a series of highly contested elections amidst claims of rigging, the office has been both a unifying and divisive force.

3.3.2 Non-state actors

The public attitude and perception towards non state actors, especially INGOs in Kenya has been very unstable. On the one hand, ordinary citizens and politicians have lauded the

⁶⁴ Changole, A. (2018). Kenyan Debt remains sustainable, despite IMF warnings. Rotich Sya. Bloomberg.

work and efforts of these bodies in supporting the country in times of strife. Starting from August 1998 when the country experienced the first major terrorist attack, bodies such as the Red Cross brought together Kenyans in assisting the injured and the affected. This show of unity showed a lot about Kenya as a country. This is also common in cases of tragedy such as famine and floods where Red Cross has been heavily involved in offering humanitarian assistance and even mobilizing Kenyans to be involved. The Kenya Red Cross brought about an online campaign dubbed Kenyans for Kenya which mobilized millions of funds through digital platforms to assist Kenyans in the North Eastern and other parts of the country who were facing drought and famine at the time. However, the same bodies have been accused of favoritism and corruption by some detractors and even politicians have managed to plant seeds of division through tribalism and favoritism that epitomizes Kenyan politics and governance.

3.4 How Digiplomacy Can be Used to Improve Foreign Relations in Kenya

Over the years and since humans learned to live in communities, diplomacy has been conducted in specified ways that largely seek to enforce cordial relations. In most cases, it has entailed establishing and maintaining working communication channels between different entities. It is these basic means of maintaining communication between different entities that is often referred to as traditional or old diplomacy. Over time, conventional strategy has developed to procure a generalization for the manner by which it works. For instance, one is likely to imagine an ambassador as a well-dressed man in a big office receiving guests on behalf of his country to discuss a wide range of issues including trade, tourism and military interventions. Back and then and even today traditional diplomacy has tended to depend on individual-to-individual correspondence, on both a respective and multilateral level. Negotiators venturing out to outside nations were relied upon to be socially gifted to the benefit. During that time, diplomatic skills were often considered to be similar to negotiation skills that may also be applied in conflict resolution as opposed to strategic response that can be used in international relations. They had to realize how to forcefully advance the enthusiasm of their nation while likewise being ready to make brilliant compromises. As to government offices, nations accepted that the quantity of missions they had abroad legitimately connected to their global achievement. They looked

to extend the areas where they had representatives posted, seeing the bit of leeway in these immediate lines of communication.

Universal establishments, as well, reveled in this one-on-one correspondence. Holding huge meetings and conference bringing diplomats from all over the world allowed the diplomats to talk about the interest of their nations. However, such as approach became even more inconvenient over the years as technology advancement and the telephone in particular came into the scene that allowed diplomats to communicate across the Atlantic at the comfort of their offices to replace the long and often risky voyagers on ships. The introduction of the faster ships allowed intercontinental trade and the telephone allowed faster communication over land and also facilitated international business with entrepreneurs operating businesses from one region to the other giving way to globalization.

Even more recently, the advent of digital diplomacy has opened up foreign policy matters to public scrutiny and even allowed for democratization of foreign policy and diplomacy. The involvement of the public through digital and conventional processes such as travel and sports alongside social media interactions gives the public more space to engage in diplomacy and devolve this role from the traditional sanctioned diplomacy channels. Grant⁶⁵ captures this situation more appropriately as quoted below.

Diplomacy has moved towards becoming democratized. The innovation enables more individuals to play, expands the size of the playing field by a practically exponential sum, and it changes the guidelines consistently.⁶⁶

Grant's comments can be applied nearly in all fields as technology continues to disrupt markets and the traditional way of doing things. Diplomacy is no exception. For instance, Kenyans have actively engaged the state and senior government officials over the state of the economy and borrowing.

⁶⁵ Grant, R. (2004) *The democratisation of diplomacy: negotiating with the Internet* (Oxford Internet Institute). Available at: <http://www.oii.ox.ac.uk/>

⁶⁶ Grant, R. (2004) *The democratisation of diplomacy: negotiating with the Internet* (Oxford Internet Institute). Available at: <http://www.oii.ox.ac.uk/>

Another way that digiplomacy has improved foreign relations and development of foreign relations policy pertains to the flow and dissemination of information. Empirical observations and surveys have consistently been at the core of remote decision making and planning of foreign relations matters. The increased reliance on data-driven policies means that government can no longer carry out international relations at the whims of the high commissioners or ambassadors making their own arbitrary decisions. Again, through digital platforms, the government has been able to disseminate information and explain to the people the reasons behind making certain foreign relations policies such as increasing international trade between two nations. In fact, high commissioners have applied social media platforms to update the public about trade volumes between countries, diplomatic events such as international trade conferences and forums.

3.5 Policies that Can be Adopted to Shape Foreign Relations through Digiplomacy in Kenya

3.5.1 Virtual Missions

Virtual missions is practiced by the government and all diplomatic entities implementing technological and diverse software systems including internet, social media and digitally based systems of data creation, transmission and storage in the operations of diplomacy. Virtual diplomacy describes the latest mode of practicing diplomacy while using the internet and other communication technologies without necessarily establishing a physical office or establishing diplomatic ties with the target country.⁶⁷

The United States of America (U.S.A) is an epitome in the use of virtual diplomacy in its State Department. In 2001, President George W Bush Administration proposed a 14 percent increase in funding in the State Department in the fiscal year 2002 to fund modernization of diplomatic practices and functions. In 2011, the State Department launched the Virtual U.S Embassy in Tehran. Diplomatic ties between Iran and U.S.A were severed in 1979 after the siege on U.S embassy during the Iran revolution. The online

⁶⁷ Odeen Ishmael. Notes on Diplomatic Practice: The Forms of Diplomacy, Jan 14 2013, <http://odeenishmaeldiplomacy.wordpress.com>

embassy enables the US government to inform Iranians on American foreign policy, study opportunities in the US, visa services and American values and culture. It gives the American government an opportunity to interact with Iranian citizens and promote greater understanding.⁶⁸ Although the alternative is best suited to hostile countries, Kenya is yet to employ the approach fully with some missions tasked with serving more than one country where missions are not established.

3.5.2 Video Conferencing

Video conferencing is a widely accepted concept in the developed world and is widely used for diplomacy and other purposes. As this paper has aforementioned, video conferencing is described as the gathering and transmission of sound and video by clients at various areas, for communication between people in real-time as an alternative to physical meetings.⁶⁹ They have emerged as amongst the best types of digital diplomacy because meetings can be conducted real-time without the need to travel to either of the party's locations and at a relatively cheaper cost. It does not make a difference about the physical address of a participant and thus diplomatic actors can have quick solutions to their problems without having to hold meetings at a central location. For instance, President Bill Clinton participated in Rwanda post skirmishes reconciliation meetings via video conference. Again, Britain had proposed to the ICC to let President Uhuru Kenyatta make appearances to the court through video conference as a way of protecting the country's sovereignty.

However, Kenya has not fully embraced video conferencing as a digital diplomacy tool. This claim is greatly supported by the numerous foreign trips taken by the president, politicians and senior government officials costing the country billions of shillings. This is a key issue for a country struggling with budget deficits, poor healthcare, an under-funded education system, poor infrastructure, youth unemployment among many other problems.

⁶⁸ Brett Daniel Shehadey, A revolution in Digital Diplomacy, May 16, 2013 32 Dr Luis Ritto, Diplomacy and its Practice: Digital Diplomacy, The International School of Diplomacy, August 24 2019 <http://ispdnetwork.org/diplomacy-and-its-practice-v-digital-diplomacy/>

⁶⁹ McGraw-Hill Concise Encyclopedia of Engineering. Videotelephony, McGraw-Hill, 2002. Retrieved from the FreeDictionary.com website, January 9, 2010

To put this into perspective, since coming into power in 2013, President Kenyatta has been involved in over 100 foreign trips to countries in Africa, Europe and Asia costing the taxpayer billions of shillings.⁷⁰ Compare this extravagance to the modesty of his predecessor who only managed 40 trips over his 10-year period. Such extravagance has attracted huge criticism from members of the public and even some politicians who feel that such huge resources sunk into foreign trips could be invested in more needy projects. These meetings could be slashed with a humongous percentage was Kenya to adopt video conferencing as one of the ways of holding meetings.

3.5.3 Sports Personalities

Kenya has not fully leveraged on its wide selection of great sportsmen with a global following. Starting from the times of Kipchoge Keino, Kenya has failed to fully comprehend what these athletes can do for Kenya in term of enhancing their foreign relations. The country's failure is only magnified by the efforts put in place by some countries including Jamaica and the UK which have managed to turn their great sportsmen into their global ambassadors. For instance, the Trump regime employed the services of a famous basket baller to represent the cultural and sporting interest of the country in North Korea. While some people saw the comical effect of such actions, it thawed the ice that characterized relations between the two countries and paved the way for meeting between president Trump and the North Korean leader. Kenya should consider appointing some of sports personalities as cultural and even national ambassadors to sell the country's agenda in the international arena.

Another way through which the country has failed to leverage on the prowess and fame of their sportsmen revolves around funding. While the country has only recently taken to rewarding medal winners in major global sporting events such as the Olympics, it has failed to utilize the fame of its people, suitable environment in forms of highlands that encourage long distance running acclimatization as well as the presence of retired figures who can offer guidance and mentorship to upcoming athletes. This issue of funding is also apparent

⁷⁰ Ngetich, J. (2019). President Uhuru's foreign trips that cost billions hit a century. The Standard. [Retrieved online from]. <https://www.standardmedia.co.ke/article/2001338479/uhuru-s-foreign-trips-that-cost-billions-hit-a-century>

in the deplorable states of most of the country's sporting facilities with numerous sports stadia promised by the current regime remaining as mere promises but hardly actualized. Moreover, the country bypassed an opportunity to host the Africa Cup of Nations for lack of available facilities. The competition which brings together a number of African countries to compete in football would have enabled the country to gain immensely in terms of publicity and foreign exchange. The event would not only have sold Kenya as top above the rest of Africa but also to the rest of the world since the competition has a global following.

3.6 Conclusion

The state of digiplomacy in Kenya makes a good and interesting topic of study. For a country that is touted globally as a leader in technology adoption especially in mobile phone penetration and mobile money (Mpesa), it has been delivering beyond capacity to advance its national interests in the global arena. The existence of working websites, active social media profiles, free flow of information, engagement of media agencies, and involvement of business magnates, its diaspora communities and even everyday citizens including sporting greats has worked towards improving Kenya's international reputation that is often smeared by accusations of corruption and poor governance in some circles. As one of the countries in the region that leads in adoption of digiplomacy, Kenya can benefit in further by keeping abreast with new technology innovations. Today, digiplomacy can be an effective tool in conflict resolution.

Technology via traditional media and the new media often plays a huge role in facilitating diplomatic conflict resolution, reconciliation and prevention initiatives. This is more so in scenarios where engagement of global actors, non-state actors, citizens and diaspora is crucial for the efforts to succeed. It is therefore justified to say that Kenya has continued to punch above its weight in international relations. However, the country has failed to adequately take advantage of the numerous digiplomacy opportunities that it can employ in furthering its foreign relations agenda. There is need for the MFA to play a bigger role in running internal affairs of the country that have a bearing on the external relations. For instance, border disputes should not only be addressed from an internal security perspective

but should also engage MFA given that such disputes could affect relations with the affected neighboring state.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

4.1 Introduction

The chapter entails the analysis of the data collected using the methodology proposed in the previous chapter and the discussions of the research findings. The background information of the respondents is captured and various sections on the digiplomacy strategies presented.

4.2 Response rate

92 out of the targeted 100 respondents returned the questionnaire. This means that the response rate was 85.29% as shown in table 1 below, which is higher than the recommended average rate of 30%.⁷¹

Table 1: Questionnaire Response Rate

Respondents	Sample size	Returned	Response rate (%)
Total	100	92	92.00

Since the response rate meets the recommended threshold of 30%, it allows for data analysis on the data collected using the questionnaires.

4.3 The Age of the Respondents

To facilitate understanding of the sample, the respondents were required to indicate their gender range. This would explain how different age groups have adopted digiplomacy and their perceptions of the role of digiplomacy in shaping foreign relations. The research

⁷¹ Saunders, M. L., & Lewis, P. (2009). P. & thornhill, a (2009). Research methods for business students, 4.

revealed that 35.9% of the respondents were in the 30-40 years age bracket, followed by less than 30 years at 25%. Further, 23.9% aged 41-50 years while 15.2% were above 50 years as shown in table 2 above. This implied that respondents understood what digiplomacy means.

Table 2: Age Bracket of the Respondents

Range	Frequency	Percent
Less than 30 years	23	25.0
30-40 years	33	35.9
41-50 years	22	23.9
Above 50 years	14	15.2
Total	92	100.0

4.4 Digital Interaction with Foreign Affairs

The study further aimed to determine the frequency by which the respondents interacted digitally with the ministry of foreign affairs. The responses were aggregated and depicted below.

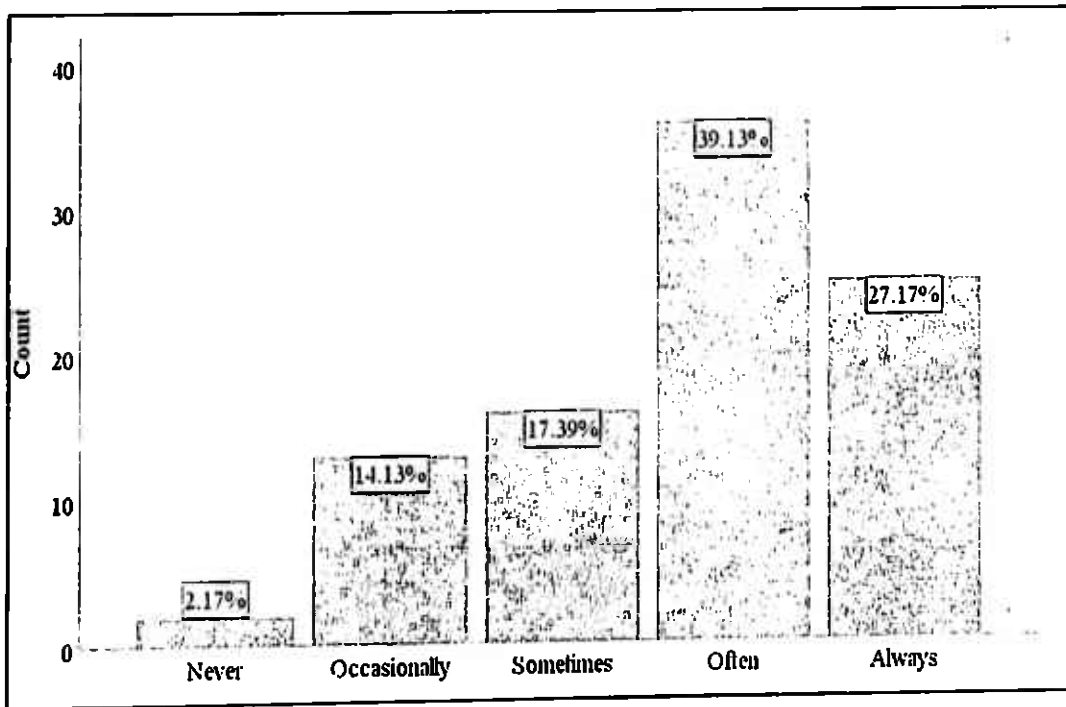


Figure 9: Frequency of Interaction with Foreign Affairs

The results indicated that majority of the respondents represented by 39.13% interacted often, 27.17% indicated always, 17.39% sometimes while 14.13% interacted occasionally as depicted in the figure 4.1 above. This was evidenced in the literature review that most people interacted with the ministry of foreign affairs often. It was attributed to services offered by the ministry such as acquiring of visa and other travel documents, culture exchange programmes and education opportunities abroad. The ministry being the link between the country and diaspora, it was deemed the focal point for foreign relations.

4.5 Communication Between the Respondents and the Ministry of Foreign Affairs

To assess the frequency of communication between the respondents and the ministry of foreign affairs, the respondents were required to indicate never, occasionally, sometimes, often and always.

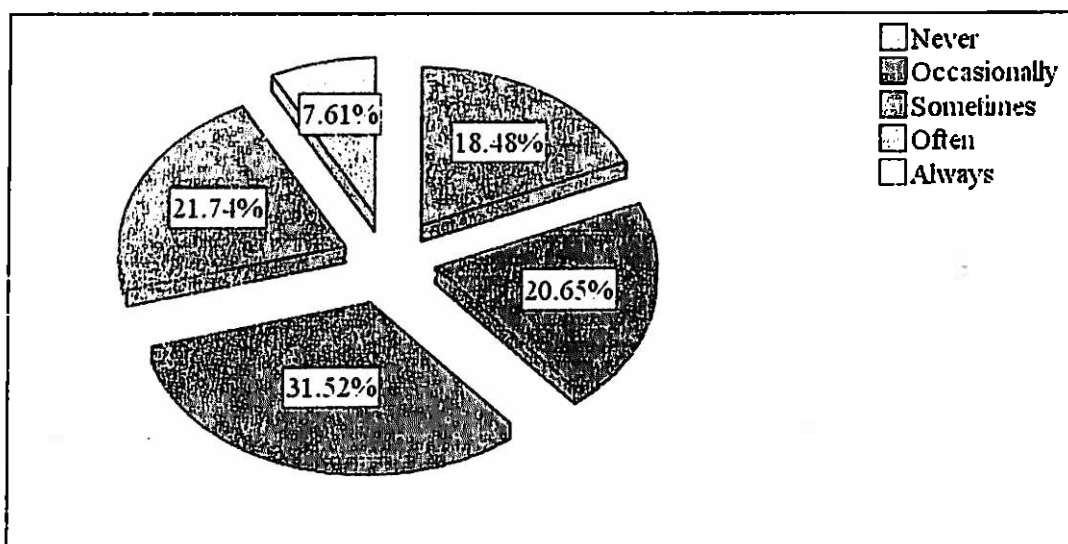


Figure 10: Frequency of Online Interaction with Foreign Affairs

From the figure above, 31.52% of the respondents communicated sometimes, followed by 21.74% who communicated often, 20.65% occasionally, 18.48% never while 7.61% indicated always. The respondents applauded sometimes since only when making foreign activities they interacted with ministry. The ones who indicated always argued that they transacted online with their families in diaspora and were running businesses abroad. The respondents complained that the foreign affairs information is rarely online.

4.6 Categories of the Respondents

The study further sought to establish the categories of the respondents. Therefore, the respondents were required to indicate their works stations.

Table 3: Categories of the Respondents

Category	Frequency	Percent
Working at the Ministry	18	19.6
Working at the Embassy	23	25.0

Citizen	25	27.2
Media	16	17.4
NGOs	10	10.9
Total	92	100.0

From the research findings, 27.2% of the respondents were citizens, followed by 25% who worked at the Embassy. Moreover, 19.6% of the respondents worked at the ministry of foreign affairs, 17.4% worked at the media while 10.9% worked with NGOs as shown in the table 3 above. Majorly, the public dominated the respondents since were the recipients of the ministry services compared to other categories.

4.7 Category Communication with Ministry of Foreign Affairs

About the frequency to which the different categories of the respondents communicated with the ministry of foreign affairs, the study assessed each category as depicted in the figures below.

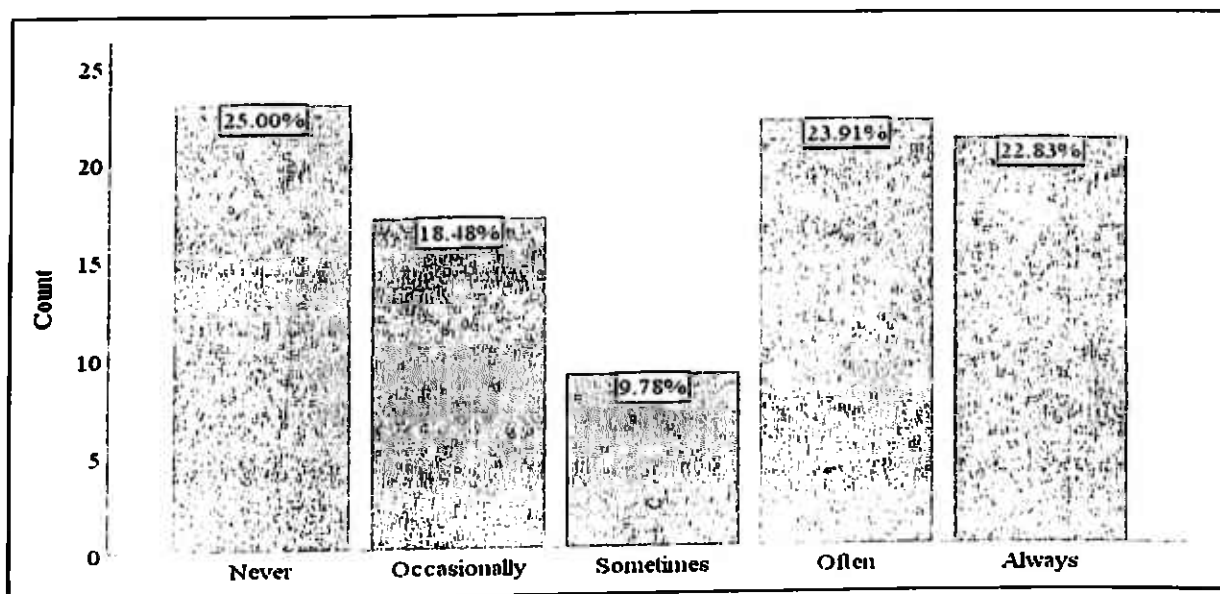


Figure 11: Frequency of Communication of Embassy Workers

For the Embassy workers, 25% of the respondent never communicated with the ministry of foreign affairs. However, 23.91% communicated often, 22.83% always while 18.48% occasionally as depicted in the figure 9 above.

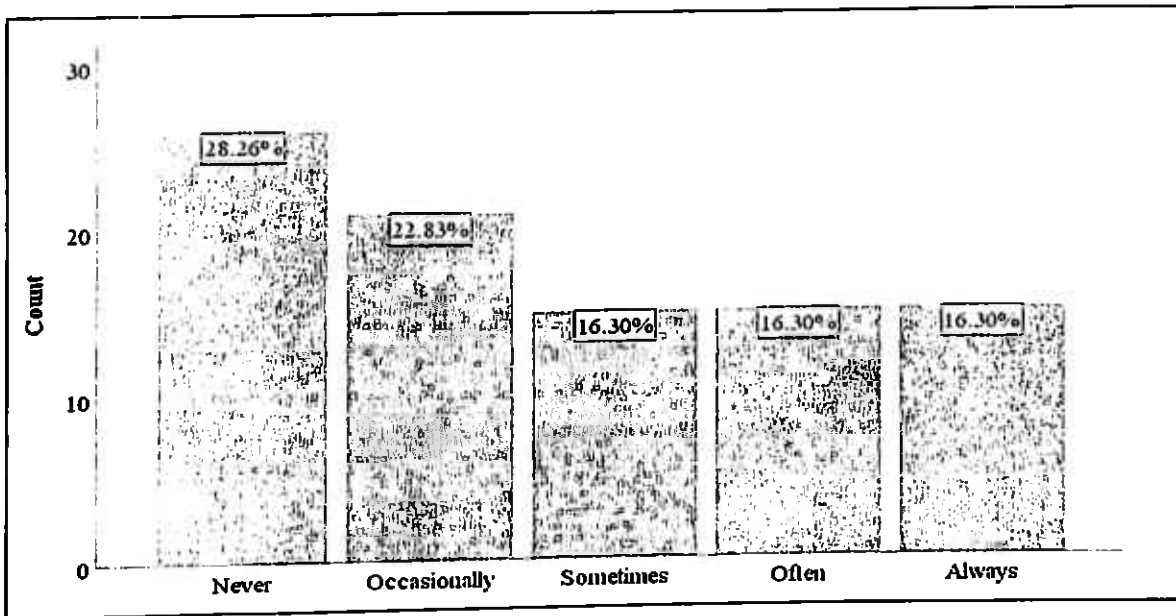


Figure 12: Frequency of Communication of Citizens

For the citizens, 28.26% of the respondents never communicated with the ministry of foreign affairs. Nevertheless, 22.83% communicated occasionally, while an equal proportion of 16.30% of the respondents communicated sometimes, often and always as shown in the figure 10 above.

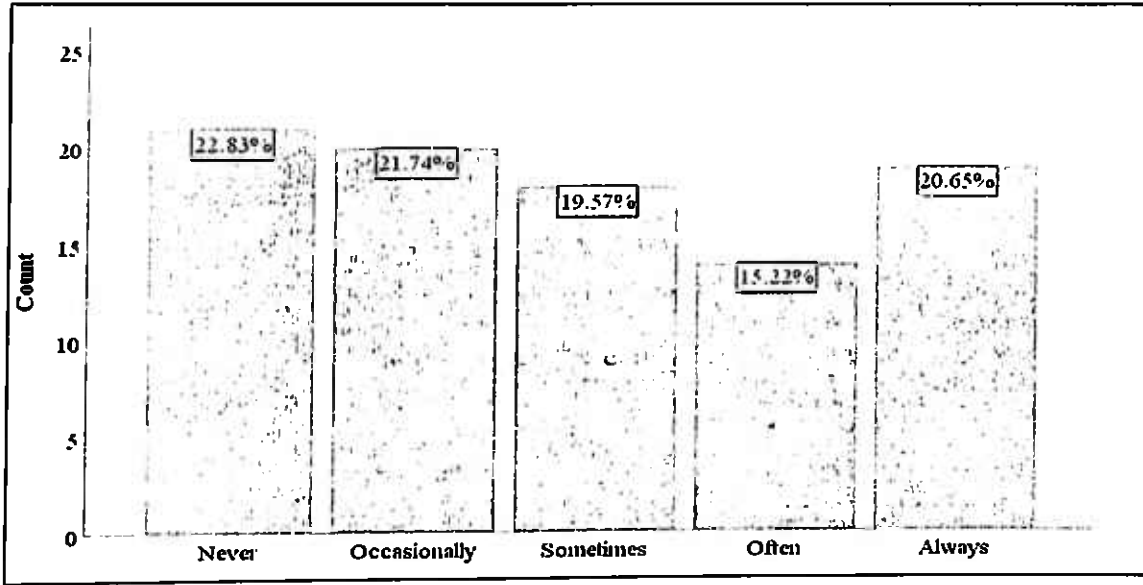


Figure 13: Frequency of Communication of Media

For the media, 22.83% of the respondents never communicated with ministry of foreign affairs. Besides majority not communicating, 21.74% communicated occasionally. 20.65% always and 19.57% sometimes as displayed in the figure 11 above.

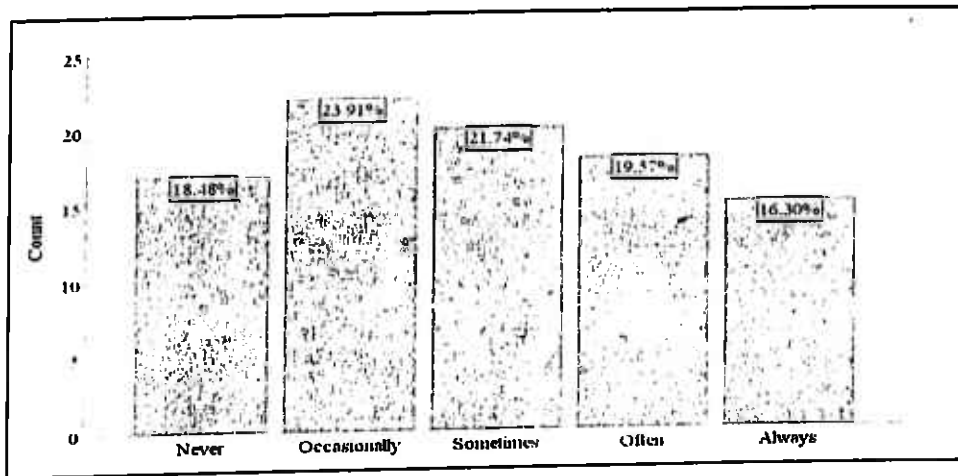


Figure 14: Frequency of Communication of NGOs

Despite other categories of the respondents, 23.91% of the NGO's respondents communicated occasionally with the ministry of foreign affairs. Additionally, 21.74% of

the respondents communicated sometimes followed by 19.57% often and 16.30% always as depicted in the figure 12 above.

4.8 Strategies Used at Personal Level

Regarding the strategies adopted by the respondents at personal level, the responses were analysed and tabulated below.

Table 4: Personal Level Strategy

Strategy	Frequency	Percent
Video conferencing	7	7.6
VoIP	4	4.3
Chats	9	9.8
Email	27	29.3
Social media	22	23.9
White boards	4	4.3
Websites	19	20.7
Total	92	100.0

The findings indicated that 29.3% of the respondents used email as digiplomacy means. Moreover, 23.9% used social media while 20.7% of the respondents used websites. The least used strategy amongst the respondents was VoIP and white boards represented by 4.3% each as shown in the table 4 above. The email was most preferred since it is was convenient and got a response on timely basis. A higher discrepancy was noted in the application of digiplomacy means due to implementation of different strategies by the public and ministry. The individuals preferred obtaining information on the social media pages and websites, yet the ministry did not upload and update the latest news.

4.9 Strategy Adoption at the Ministry

The study aimed to estimate the perception of the respondents on the strategy which should be embraced by the ministry of foreign affairs. The results were aggregated and tabulated below.

Table 5: Opinion on the Strategy to be Adopted

Strategy	Frequency	Percent
Video conferencing	4	4.3
VoIP	5	5.4
Chats	7	7.6
Email	29	31.5
Social media	22	23.9
White boards	5	5.4
Websites	20	21.7
Total	92	100.0

According to the respondents, 31.5% applauded for the adoption of the email strategy followed by those adopted for social media and websites at 23.9% and 21.7% respectively. The video conferencing strategy was the least advocated for adoption by the ministry of foreign affairs at 4.3% as shown in the table 5 above. The respondents suggested adoption of social media, emails and websites as the digiplomacy means for the ministry of foreign affairs. Upon probing, the respondents insisted to need to keep the social media sites updated with latest highlights and opportunities abroad.

4.10 Extent of Digiplomacy means on relationship with Ministry

The researcher wished to assess the extent to which the digiplomacy means impacted the relation between the respondent and the ministry of foreign affairs.

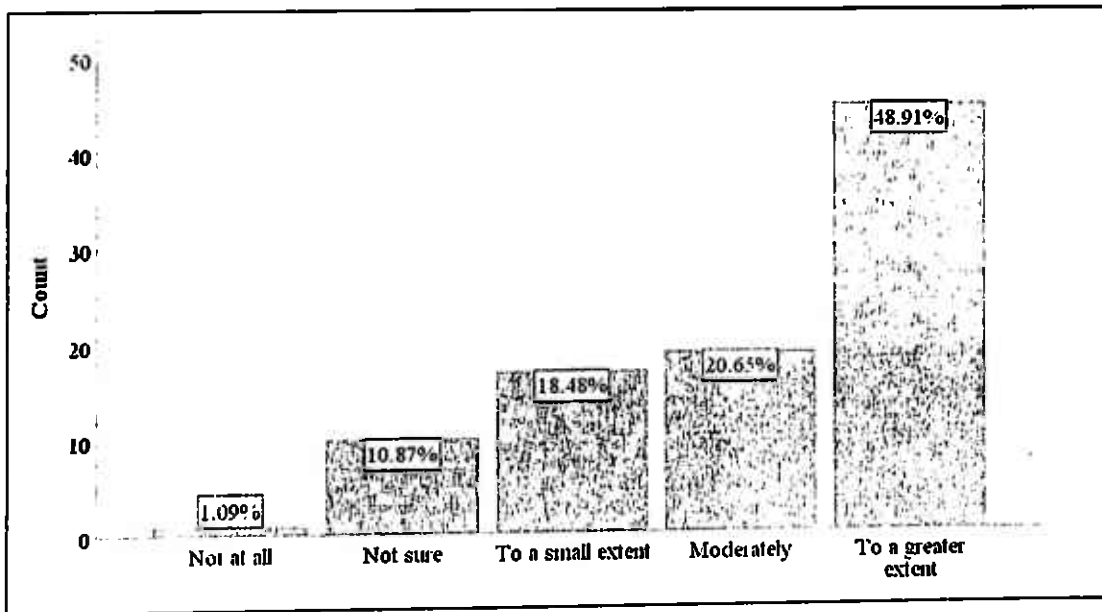


Figure 15: Extent of Digiplomacy Means on Foreign Relations

The results revealed that 48.91% of the respondents were affected to a greater extent, 20.65% affected moderately and 18.48% to a small extent. However, 10.87% of the respondents were not sure while 1.09% their relationship with ministry of foreign affairs was not affected at all as depicted in the figure 13 above. A huge following on the social media and websites indicated a positive effect of digiplomacy means on the foreign affairs relations. The respondents were satisfied that the digiplomacy means had a greater extent on the relations.

4.11 Adoption of digiplomacy strategies by MFA

In order to establish the perception of respondents towards adoption of digiplomacy strategies by the ministry, the respondents were required to indicate whether they agreed or not.

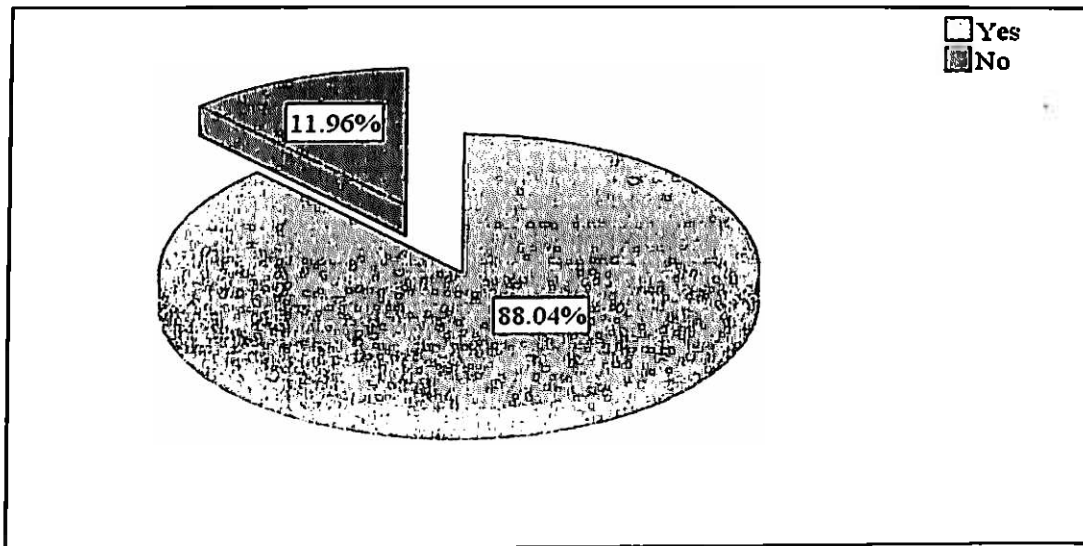


Figure 16: Less Adoption of Digiplomacy Strategies

The research findings indicated that there was less adoption of digiplomacy strategies by the ministry of foreign affairs represented by 88.04% of the respondents who agreed. Nevertheless, 11.96% of the respondents felt that Ministry of foreign affairs had embraced digiplomacy strategies as depicted in the figure 14 above. The disagreement triggered the need to set up and implement digiplomacy strategies geared towards boosting relations in the ministry. The rate of technology adoption by the ministry was dissatisfactory, contributing to less adoption of digiplomacy strategies.

4.12 Shaping of Kenya’s Foreign Relations

To evaluate how digiplomacy adoption would shape the Kenya’s foreign relations, the respondents were required to express their degree of agreement or disagreement.

Table 6: Opinion of Digiplomacy Adoption on MFA Relations

	Frequency	Percent
Never	1	1.1
Occasionally	6	6.5
Sometimes	10	10.9

Often	23	25.0
Always	52	56.5
Total	92	100.0

The findings established that 56.5% of the respondents believed that digiplomacy adoption would always shape the foreign relations, followed 25% who felt often, 10.9% felt sometimes and 6.5% were for opinion sometimes. However, 1.1% of the respondents never believed digiplomacy adoption would shape foreign relations as shown the table 4.6 above. The higher opinion of the majority implied that digiplomacy had a critical role to play in boosting foreign relations.

4.13 Digiplomacy Adoption on Foreign Relations

Regarding whether digiplomacy adoption would improve the foreign relations, the respondents were required to indicate Yes or No.

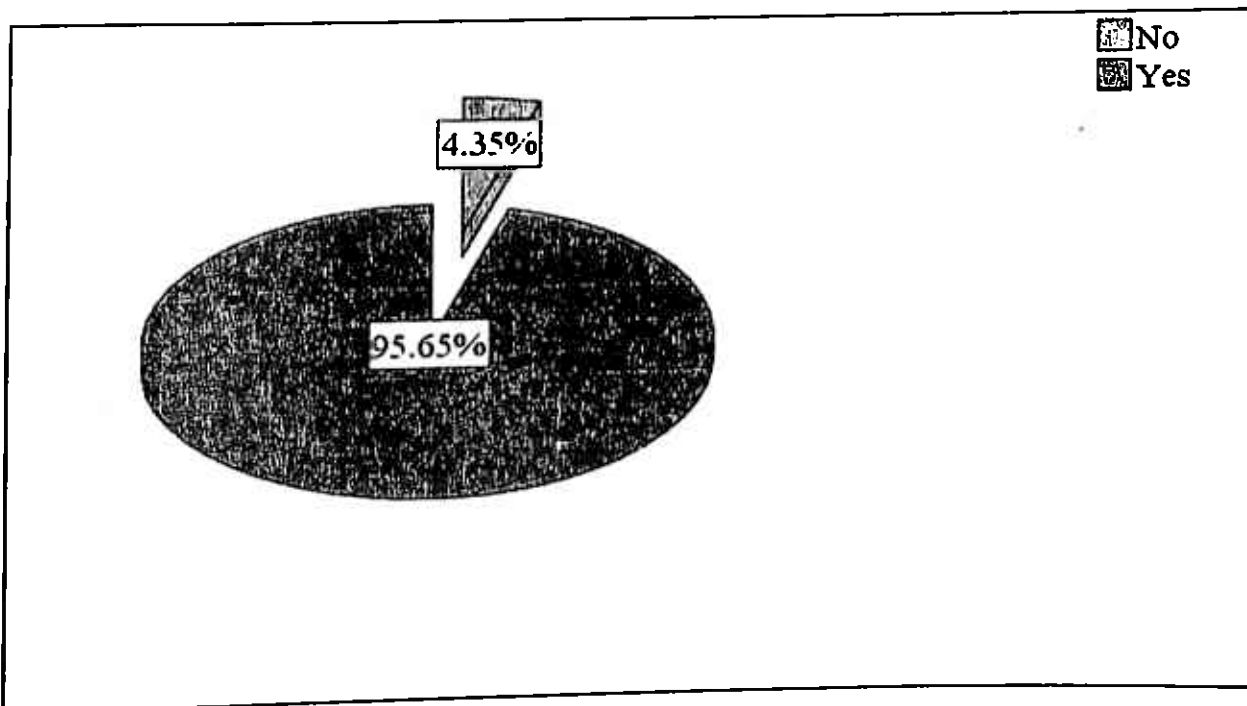


Figure 17: Digiplomacy Adoption Improve Foreign Relations

The results revealed that 95.65% of the respondents agreed that digiplomacy adoption would yield to improvement of foreign relations while 4.35% of respondents disagreed as shown in the figure 15 above. This implied that adoption of digiplomacy yield trickle-down effect on improvement of foreign relations. Therefore, for the ministry to boost foreign relations, should embrace digiplomacy means and strategies to meet their objectives.

4.14 The Interview Report

The interview results revealed that majority of the interviewees understood the digiplomacy especially in relation to the ministry of foreign affairs. They enumerated social media, websites and emails as some of the digital platforms. Regarding the effectiveness of digiplomacy strategies, the applauded social media and websites as the most effective strategies to gather and disseminate information. Notably, Facebook and Twitter were advocated as the most reliable means to disseminate information. For diplomatic relations, the use of emails was advocated as the most effective digiplomacy strategy for communication. Additionally, digiplomacy was highlighted as key player in shaping the foreign relations. They argued that digiplomacy initiated and maintained ties with other countries and key stakeholders to the ministry of foreign affairs. When probed whether digiplomacy affected foreign relations, a higher proportion indicated that digiplomacy affected foreign relations through networking and sharing opportunities. Further, the interviewees felt that Ministry of Foreign Affairs of Kenya needed to adopt video conferencing and VoIP as digiplomacy strategies. The interviewees confessed that they failed to adopt skype and video conferencing due to lack of the relevant gadgets to facilitate communications.

On the follow-up questions, it was revealed that new instruments are on the rise, and consequently new networks tend to show up. The actors should know about these changes. After some time, you can likewise build up a comprehension of whether another innovation is simply more publicity, or on the off chance that it is something that is setting down deep roots. Ambassadors, specifically from little conciliatory groups, could, in any case, advantage from a postponed beginning in utilizing new advanced apparatuses. Digiplomacy and online networking contain particular strains. Digiplomacy

is an official calling all the time and is displayed in long and not especially captivating archives. Official statements are issued, bargains are marked and verbal words are traded. Their conveyance is essential for the media, and for other people, who pursue foreign relations. However, it is hard to 'win the hearts and brains' of the overall population through just one kind of digiplomacy means. The best answer for a stay away from miscommunication and disarray is to isolate formal and casual correspondences. Isolating proficient from the private correspondence is most likely the primary test for, and a potential shortcoming of, digiplomacy. Digiplomacy is regularly more than an online presence. Rehearsing digiplomacy does not end towards the part of the bargain day. Actors speak to their nations all day, every day. The partitioning line between their expert and private lives subsequently barely exists.

Respondents further said that digiplomacy has a shallow section point; for example, one can figure out how to utilize Twitter or Facebook in only one day. In any case, simultaneously, new actors face an extensive test in conveying foreign relations. It takes, at any rate, a month to begin utilizing new digiplomacy strategies in a sensibly successful manner (figuring out how to tune in and pursue, getting the social setting, building up a one of a kind social media voice and even developing the right content and sharing it to the right audiences). Much additional time, at any rate, one year, is required for an MFA to incorporate social media life into its tasks viably. Social media use requires an adjustment in correspondence propensities and a composed everyday schedule. Such changes require time and tolerance. Incomprehensibly, the persistence expected to coordinate digiplomacy adequately does not relate to the view of quickness that encompasses online networking and digitization.

CHAPTER FIVE:

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

The internet (particularly social media) almost certainly has changed the diplomacy today. It has turned into an undeniable channel for foreign relations and has modified the act of digiplomacy. These days, MFAs and government offices utilize social media communication with their publics which has by and large opened correspondence among policymakers. These digital diplomacy platforms, particularly Facebook and Twitter, give conciliatory missions direct access to the actors of diplomacy. This correspondence consistently evades state and media channels, potentially engaging countries to achieve vital goals. Digiplomacy has been understood as a change of the course of standard of diplomacy. It describes changes both in structures and methods of administrations of MFAs. ICTs change has achieved the control of how information streams everywhere, making the dispersal of information brisk and wide, engaging people to settle on their own one of a kind-choice, express their stresses and feelings, and even effect policymakers. In this manner, the way where governments interface is snappier.

Henceforth, digiplomacy conveys with it the two shots and challenges; From one point of view, the internet systems administration is outfitting countries with more information to handle social issues. For instance, people in underdeveloped nations use internet systems administration to amass support, mastermind difficulties, pass on and prompt the world in regards to events in their countries especially where their media is much of the time presented to control blackouts and oversight. On the other hand, different threats are identified with the use and reliance on the social media life as a contraption of digiplomacy. Regardless, the open entryways appear to rule the troubles. States, especially African countries that are delayed in getting a handle on digiplomacy can't stand to be relinquished in this tide of digiplomacy as they can unimaginably benefit by these rising optional examples. Digiplomacy and web works out, as was shown in the outline of discoveries in

this section and therefore on the proposals, can uncommonly help with foreseeing a state's foreign relations.

5.1 Summary of Findings and Recommendations

This research was a broad yet deep exploration that came up with the following findings:

1. Put diplomats and other qualified people in the driving seat

Diplomacy cannot be effectively forced on existing staff in the MFAs who according to the findings are mostly unqualified. MFAs have to develop skills bottom-up from recruiting qualified workers. With a digitally smart youthful age, this will end up spurring diplomacy. They should also be exposed to promote foreign relations so that they can use the diplomacy means to effect change in the foreign relations of the country.

2. Diplomacy is considerably more than just social media life and open diplomacy

A large portion of the present e-diplomacy inclusion centers around open diplomacy, with social media life exercises of heads of states adding to the formation of a positive national brand – thus the common term twiplomacy. This is only a hint of something more substantial. A lot more extensive exhibit of diplomacy exercises happens in a large number of conciliatory exchanges, arrangement activities, and emergency cases that are consistent throughout the world. Even though these elements of diplomacy might be less evident than open diplomacy, they are no less significant. Top leaderships in states should emulate their presidents and not only adopt but also support the adoption of diplomacy especially in the MFAs. Diplomacy development needs support from the top authority. This is also significant during the critical initial steps of setting it up. Leaders must proactivity or possibly promise their publics that innovativeness shall be supported.

3. Complicated diplomacy methodology

Noting that most of the workers in MFAs do not know how to utilize diplomacy and also the rapidly growing trends in diplomacy that need much skill and attention to catch up on, only simple strategies should be adopted at a time. It is anything but difficult to slip

into a strategy to make a terrific maneuver. Specifically, new advancements require a fundamental structure. Albeit a forward-looking strategy is still very significant, the over-formalization of a digiplomacy goal can be counter-profitable, as it could make unbending structures that probably will not take into account the adaptability expected.

4. Support all users

There are various speeds in the learning and adoption of digiplomacy, regularly reflecting generational contrasts and levels of enthusiasm for innovation. While pioneers in digiplomacy ought to be urged to participate, it is critical to maintain a strategic distance from a division into 'two-track conciliatory administrations' which supports even those taking a longer time to learn and adopt. Explicit, inspiring activities ought to be made to empower, train, and connect with 'digiplomacy laggards'. They might not have the majority of the essential internet-based abilities or interests, yet they presumably acquire broad political and learning and experience. A touch of tolerance and development can produce tremendous outcomes by including experienced negotiators in digiplomacy forms.

4. High spending does not always yield high impacts

Cash once in a while takes care of the issues that digiplomacy needs to address, which are, for the most part identified with changes in first world countries, and the association of discretionary actors. A great deal of cash can trigger the initial adoption of digiplomacy, 'the correct answers for inappropriate issues' and, at last, could lead to a massive disappointment. An example is spending money updating and promoting Wikipedia pages. Wikipedia is one case of a minimal effort – high sway open digiplomacy venture. Wikipedia sections frequently rank at the highest point of internet searcher results for a nation and its digiplomacy. Altering Wikipedia pages is cheap and basic on the other hand; Anybody can do it. If strategic administrations are very much aware of how Wikipedia functions and the standards that administer the stage, they can without much of a stretch use Wikipedia as a significant aspect of their open digiplomacy endeavors, through altering and molding messages.

5. Select the best-computerized stage for ones needs

Websites are the most widely used computerized stage: More than 170 MFAs including the Kenya Ministry of Foreign Affairs have their very own websites through which they speak with a majority of their publics. Twitter is also among the most well-known digiplomacy strategies used by MFAs together with other social media platforms like Facebook as well as official communication through email. The choice of a computerized stage will rely upon numerous elements, including the intended interest group, and the accessibility of resources and the intimacy levels of the persons being communicated to through digiplomacy.

6. Cybersecurity is a hazard in digiplomacy

Advanced information and digiplomacy resembles water. When it is discharged, it is typically attracted to any conceivable way to spill. MFAs should begin from the presumption that they cannot develop a projectile evidence advanced framework. Cybersecurity is an international concern that impinges digiplomacy. What states can do is to deal with the hazard. They need to choose what level of hazard they can endure as well as deal with. This is especially significant in the utilization of digiplomacy where receptiveness and commitment increase digital hazard. When digiplomacy actors choose what level of digital hazard they can endure, they need to actualize the essential cybersecurity measures. Innovation is crucial for cybersecurity. However, it is once in a while an independent arrangement. Security breaks can generally be followed back to some human mistake. A ton can be accomplished by expanding exceptional cyber-cleanliness, preparing staff, making keen and secure cybersecurity systems and getting ready moderation strategies to guarantee a quick reaction when a hack or any other threat happens.

7. Learn from the pacesetters

Gaining from others and being available to their ideas is one of the primary essentials for fruitful digiplomacy. In any case, there are certain constraints on the exchange of mastery and experience from different spaces. Initially, gaining from the business division is

restricted by the particular expert culture and institutional dynamism of discretionary administrations. One can gain so much from others about how to work an online digital diplomacy. However, the more the discourse winds up authoritative (identified with inspiration, systems, chance administration, and so on.), the less significant this outer skill would be. Secondly, there are points of confinement to gaining from other pacesetters. Leading nations, for example, the USA, UK, China, Russia, and India, have various points, just as various assets for digiplomacy than third world ones. More significant nations additionally attempt to address a more extensive worldwide strategy. Medium and little states have less assets, yet for the most part, they additionally have less digiplomacy requests on them. Accordingly, their struggles are generally more focused on. For third world nations, the experience of pacesetter nations is especially significant.

8. The quality written substance makes all the difference in a period where the setting is content

Steady commitment and opportune substance pull in followers and makes the online nearness more intimate. It could be a decent tweet, a blog entry, or a video cut on any of the social media accounts of the digiplomacy actors. Content – and simple approaches to explore through it – is required for an unmistakable and easy to understand site. Setting is another 'ruler' or if nothing else a 'sovereign'. At last what is essential is the setting where the substance is introduced. Compelling contextualized content grandstands the prompt target of the message (for example an occasion, a state visit, development, a topical dialog), its crowd, and its planning. An MFA may not introduce certain content meant for states negotiations to the public.

9. Know about various publics

Digiplomacy arrives at a wide assortment of crowds. The MFA must know about the prevalent audiences of the stage through which they send the message. Various stages more often than not draw in marginally various followers. It is likewise significant to shoulder at the top of the priority list the reason for the message – which thus rethink its target group, which is later reflected in the tone and language of the message. Regularly, Instagram and

Snapchat are utilized by a more youthful populace and are not more formal. Facebook is a more 'standard' stage while expert networks generally trail LinkedIn. The notoriety and socioeconomics of every social media stage shift from nation to nation as well.

10. Rate of profitability

Customarily, advanced digiplomacy strategies have been related with expensive and sophisticated equipment and programming respectively. Today, these expenses are negligible mostly because they are a one-off investment, which is the reason individuals frequently see internet-based life as being 'free'. Internet use requires a great deal of staff time, which is turning into a valuable asset. Human asset costs are the primary component of digiplomacy which ought to be utilized in ascertaining the success rate of the digiplomacy strategy in place.

5.3 Conclusion

As the effect of the digitalization of services for MFAs has not been fully exploited, the researcher finds this research as an important addition into the understanding of how widely digiplomacy can be used to shape foreign relations between different diplomatic actors. It further adds to the understanding that the internet and digitalization have more significant ramifications than the lead of open digiplomacy. This research welcomes more extensive discourse of what suggestions digitalization has for the whole circle of foreign relations. not just taking a glance at how different actors increase better approaches for foreign relations, yet besides how the circulation of intensity between states plays out on the web. The intriguing ramifications ascending from this research are the significance of digiplomacy on external relations.

As expressed before, the internet has broadly been viewed as a circle where different players can act without the confinements of regional borders and social settings. Besides, an intriguing inquiry emerging is whether different states see the online circle similarly. One of the principal impediments for the research is the limited quantity of interviewees and the scope was within just Kenya. There should have been a larger scope to make this research and the findings a global thing; This ought to have involved more countries,

embassies and other actors. This however is an area of further exploration for future researchers who may find interest in the relationship between digiplomacy and foreign relations. Moreover, another restriction was that it took some time to see how constrained the term digiplomacy was. When starting the exploration, the researcher looked to see how the Ministry for Foreign Affairs of Kenya saw the idea of digiplomacy. Through interviews and questionnaires, the researcher noted that there was a huge effect of digitalization and lack of it. Further looking at the responses from the related publics only proved this further, yet there is still some slack in adopting it. Maybe if the researcher had not focused on the term digiplomacy in the research more profound bits of knowledge would have risen.

The researcher acknowledges that this research turned out to be somewhat wide as the observational material created such intriguing discoveries. The belief is that in future research concerning digitalization will be more. Another angle, which would prompt an intriguing research, is states expanded command over the web and the concept of soft power in terms of digiplomacy. Once more, the web has been viewed as a free space, however as this research revealed, a state's foreign relations are likewise interpreted on the web. This likewise suggests states' progressively destructive acts are additionally deciphered on the web. A further question getting from this is, by what method will the worldwide network and individual states respond with the approach to these manifestations of outskirts on the web? This research is a spearheading exertion, which is similarly new to the scholars who study it and to the experts who work inside the field of foreign affairs. There are a ton of inquiries to be replied and to be discovered, the researcher trusts that this research does both and further opens up other areas of research.

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Appendix I: Questionnaire (Administered online via <https://buff.ly/2YfW5lv>)

This questionnaire seeks to gather information about the different diplomacy strategies that exist and how they have been adopted by the Kenyan Ministry of Foreign Affairs (Kenya MFA) and you as part of the publics of the Kenya MFA. Diplomacy strategies are digital communication strategies that are used in diplomatic practices, some of which are listed in this questionnaire. Please fill in the questionnaire as exhaustively and honestly as possible. The researcher guarantees that all the information collected herein is solely for research purposes and shall be treated with utmost confidentiality. In case of any clarification do not hesitate to contact the researcher. The information will also be used to find out how different diplomacy means affect the foreign relations of Kenya.

1. What is your age bracket?

- Less than 30 years
- 30-40 years
- 41-50 years
- Above 50 years

2. How do you interact with/follow/observe Kenya's foreign affairs digitally?

- Never
- Occasionally
- Sometimes
- Often
- Always

3. How often do you follow communication from the ministry of foreign affairs online?

- Never
- Occasionally
- Sometimes
- Often
- Always

4. Kindly indicate your category

- Working at the Ministry
- Working at the Embassy
- Citizen
- Media
- Non-governmental Organisation

5. Which of the following strategies do you use at a personal level?

- Video Conferencing
- VoIP
- Chats
- Email
- Social Media
- White boards
- Websites
- Others

6. How often do you use the following diplomacy methods to gather or deliver information relating to the Kenya Ministry of Foreign Affairs?	Not at all	Not sure	To a small extent	Moderately	To a great extent
Video Conferencing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Voice over IP	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whiteboards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Others as noted in question 5. above	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Which of the following strategies do you think should be adopted by the Kenya MFA?

- Video Conferencing
- VoIP
- Chats
- Email
- Social Media
- White boards
- Websites
- Others

8. In your opinion, to what extent do the following diplomacy means affect how you relate with the Kenya MFA?	Not at all	Not sure	To a small extent	Moderately	To a great extent
Video Conferencing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Voice over IP	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whiteboards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Others as noted in question 5 above	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. How much do you think diplomacy affects Kenya's foreign relations? *

Never
 Occasionally
 Sometimes
 Often
 Always

10. Do you think there is less adoption diplomacy strategies by Kenya MFA? *

Yes
 No

11. How much do you think diplomacy affects Kenya's foreign relations? *

Never
 Occasionally
 Sometimes
 Often
 Always

12. How much do you think diplomacy adoption can shape Kenya's foreign relations? *

Never
 Occasionally
 Sometimes
 Often
 Always

13. Do you think Kenya would improve its foreign relations through adoption of diplomacy? *

Yes
 No



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Appendix II: Interview Guide and Focus Group Discussion Questions

1. What is your understanding of digiplomacy and which are some of the platforms that you know?
2. Which digiplomacy strategies do you consider as the most effective to use when gathering and when disseminating information?
3. Which digiplomacy strategies do you consider as the most effective to use in diplomatic relations?
4. Which are the policies underpinning the adoption of digiplomacy in Kenya?
5. How would you measure the key successes of digiplomacy?
6. What are the challenges facing the adoption of digiplomacy in Kenya?
7. What do you think of the state of foreign affairs of Kenya and Africa and the perception of the different actors?
8. Do you consider digiplomacy as a factor that affects foreign relations?
9. How do you think digiplomacy affects foreign relations?
10. What digital communication strategies would you like Kenya MFA to adopt in the future?
11. What are some of the digital communication strategies that you plan to adopt in future?
12. Which are the most notable digital communication strategies that either you or Kenya MFA have failed to adopt? What could be the reasons behind not adopting them?
13. Other follow-up questions.



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