

Social Media Literacy, Ethnicity and Peacebuilding in Kenya | Toda Peace Institute

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Kenya has experienced a cycle of political violence following a series of controversial elections that have centred on ethnic competition, leading to human rights abuses, deaths, destruction of property and a downward economic spiral. At the core of election violence is the positive and negative role of social media as used by both citizens and politicians. Political competition driven through ethnic belonging, ethno-political extremism and hate speech on social media platforms has taken centre stage. This paper concludes that while social media is being exploited in a way that contributes to violence, social media is also contributing to peacebuilding. The paper calls for a multi-stakeholder collaborative approach to education and sensitisation programmes on the positive use of social media for democratic consolidation.

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