

**PERCEPTIONS ON NEW MEDIA INFLUENCE ON INSECURITY AMONG
THE YOUTH IN RONGO SUB COUNTY, MIGORI COUNTY, KENYA**

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DECLARATION

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DEDICATION

I dedicate this work to my father Zacharia Tito for giving me support. You have walked with me through this journey and kept encouraging me. May God bless you for your perseverance. It is because of you that this thesis is now a reality.

I also dedicate this work to my two supervisors Prof. Agalo Jery and Dr. Henry Kinya and to Prof. Fredrick Ogenga the founding Director of the Center for Media, Democracy, Peace and Security, Rongo University.

ABSTRACT

Today, New Media (NM) has become part and parcel of human life. New Media has invaded the society to the extent that people have become unconscious of its presence and influences. Social Networking sites are a novel technology that must be embraced because of the way in which they have benefited the users such as communication, interaction, and entertainment. New media are mainly used by the youth to create and share content. Despite the significant contributions of these media, there is evidence that they have adverse effects in the society such as promoting theft cases, violence and drug abuse. This thesis examined perceptions on New Media influence on insecurity among the youth in Rongo Sub County, Migori County, Kenya. The objectives of the study were three: (i) to investigate the commonly used New Media platforms by the youth in Rongo Sub County, (ii) to find out why the New Media platforms are common among youth, (iii) to establish whether the use of New Media by youth can be linked to criminal activities. The study was grounded on Uses and Gratification Theory (Katz, 1974) that underscores the level of gratification derived by the youth (users) when engaging in social media platforms in the context of new theories of technologies that allows for interactivity where youths get exposed to various kinds of content including criminal content. In terms of content scope, the study was concerned with the perceptions on New Media influence on insecurity among the youth. The geographical scope focused on Rongo Sub County while the time scope was between August 2018 and February 2019. Methodologically, the study used mixed method research approach. The study used survey to examine the perceptions on New Media influence on insecurity among the youth in Rongo Sub County. The target population was 615 youth with a sample size of 92 youth between 20-40 years of age both men and women. The study focused on the youth because majority of smartphone owners are youth therefore they could easily access Social Media. Data was generated using Key Informant Interview and questionnaires, and thereafter analyzed using Statistical Package for Social Sciences (SPSS) software version 23 and presented in sections according to the research questions. Findings were presented using descriptive statistics like bar graphs, frames, figures, and frequency tables. The researcher found out that WhatsApp is the most commonly used New Media followed by Facebook and YouTube. Secondly, the researcher found out that these new media platforms are common among the youth because of relatively high exposure to cell phones finally; the researcher found out that the use of New Media by youth has a direct link to insecurity. The researcher recommends that new media use should be regulated and there should be a responsible administrator to regulate what is being posted to the public domain. The researcher also recommends that the government should create awareness on the negative influence of the new media and impose high fines on those found guilty of using new media wrongly.

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LIST OF ACRONYMS AND ABBREVIATIONS

AMISOM	-	African Mission in Somalia
BERA	-	British Educational Research Association
CD	-	Compact Disc
CD-ROMs	-	Compact Disc Read Only Memories
DVD	-	Digital Versatile Disc or Digital Video Disc
ESRC	-	Economic and Social Research Council
ICT	-	Information and Communication Technology
KDF	-	Kenya Defense Force
KPHC	-	Kenya Population and Housing Census
NM	-	New Media
PAKA	-	Pending Arrest of Known Accused
PBC	-	Pending Before Court
PEV	-	Post Election Violence
PUI	-	Pending Under Investigation
SNS	-	Social Networking Site
SR	-	Stimulus Response
TV	-	Television
UNMISS	-	United Nations Mission in South Sudan

CHAPTER ONE

INTRODUCTION

1.0 Overview

This chapter presents a discussion on the introduction for the research. It contains a preview of information on different aspects of the research including the setting of the study both geographically and conceptually, research objectives, purpose of the study, problem statement, assumptions, justifications, scope, as well as the limitations of the research. The chapter ends by giving a brief summary of what it entails.

1.1 Background of the Study

The modern-day society has witnessed tremendous changes in technology. The current society particularly the youth has become obsessed with technological innovations like Information and Communication Technology (ICT). These youths are referred to as the “digital natives” or “the internet generation”. They interact with new media every day and every time. They are living in a golden age where everything is available and can be obtained for free. We are living in an electronic “global village”, whereby any information anywhere can be accessed by anybody any time. The power of the new media is very great because it contributes to insecurity. It is perceived that new media do produce such vices as violence, theft cases and promoting drug abuse (Castells, 2000).

As our lives grow progressively busier and more demanding, and as technology moves ahead with evermore complicated ways to better our lives, it seems that new media are playing a more fundamental role in what we do, where we go, or how we behave. Our modern communities have become extremely risky. The society has become risky because of the many changes that occur due to the dynamics of

globalization, economy, politics, and culture. Such changes are impactful because they impact on the stability of the communities in which the youths live. There is a lot of insecurity in today's communities. In this context, the word risk is defined as the reactions of the culture to the transgressions which arise from the tendency of the people to commit sins, cross boundaries, and break taboos. The central focus of these risks is fear, hatred, frustration, anxiety, anger and other transgressions (Lupton, 1999).

Media being a communication tool, new media have proved to be the fastest means of communication both in private and public domain. Today, offices have formed SNSs where they share their views. The key objective of communication is passing or receiving information about a particular phenomenon. New media have made it easier to send and receive the information in the fastest means possible. However, some information is unpleasant and scary to the receiving audience and this causes insecurity. The use of new media has been on the rise. The researcher believes that NM has opened the way for a fused globalized network working in order to bring people together and expose them to a plenty of information at the same time (KirkPatrick, 2010).

New Media have become critical source of news and information in the lives of individuals and organizations in the contemporary world. New media can generally be described as a means of sharing information in the digital world, which includes publications on CDs, DVDs and most importantly over internet. In this document, communication is defined as a process through which the information or message gets passed from one point to the other between individuals or organizations by which information is transmitted between individuals and organizations in order to produce an understanding. Communication qualifies to be perceived as a process

because it is not an unchanging product, but a set of behaviors, exchange, and an activity. It is an intangible process that no one can hold in his or her hand so as to feel or view it. Communication which is also the dissemination of information from the source to the receiver is very key to human existence.

According to Nana (2005), a time will come, sometime in the future, when philosophers will assert that “media made man”. But, importantly new media implies that the user obtains the material via desktop, smart phones and tablets (Rodney, 2005). New media are sources of information for us. The new media is, therefore, impactful because they annoy, delight, and entertain us in equal measure. The new media insult our intelligence, challenge, and evoke our emotions. New media normally lower us to mere products which can be auctioned and disposed of to the highest bidder. Meaning, the media can define our realities and gives us the right definition that we deserve.

Straubhaar and LaRose (2004) define the new media as the modern methods of sharing information and giving smaller groups an opportunity to use the digital platform to interact, to exchange and share messages; and engage in the sale and purchase of commodities. The media also enables individuals and empower them to express their voice and let them be heard by the rest of the community and the world at large.

Various new media tools like Facebook, Twitter, YouTube and WhatsApp are used in both interpersonal communication and organization communication. According to Allison et al., (2005), new media is a group of programs that work online through the internet and give the individual users a chance to create and share information with others. The technology is nowadays appealing to so many people because it is

more interactive and enables them to come together regardless of their geographical locations. Initially, the new media platforms such as the social media sites like Twitter, YouTube, Facebook, and Instagram, were thought to be the best and most appropriate for the youth. However, today, the media has proven to be destructive as well, thus, confirming the saying that goes, “All that glitters is not gold”. That happens because these media platforms have proven to be disadvantageous as well.

According to Kamp (2016), NM is basically used to shape the perceptions and beliefs of the broader population and to enable the politicians to improve their public communications and interactions with the public in Uganda. NM has been a source of Cyber-crime (cyber-terrorism, cyber-bullying, hacking, and stalking. Mundhai et al. (2009) established that the short Message Service (SMS) was misused in Kenya in 2007 and 2008. This was because it was used to fuel ethnic animosity after the disputed presidential elections. Therefore, NM is a source of insecurity since it can be used to send messages leading to violence and hatred.

New media which are vital and forms part of modern life are technologies that facilitate social interactions, making cooperation possible and enabling sharing of any information. On their part, Izuogu, Nwachukwu and Nsude (2013) suggest that new media (NM) are new online platforms (websites) in which the users can create content, and share it with other users without much restrictions. The content can be in the form of audio, videos, pictures, or written words. Okuna and Uzochikwu (2017) note that NM are used to share information in real-time and promptly. However, the negative implication of NM is that it has become a platform for peddling lies, false information, and fake news. Apart from spreading false information, NM can be a source of security threat if not put into a proper use.

The concept of NM is generally founded on four main topics: partnership, participation, enablement, and time (Bertot, Jaeger & Grimmes, 2013). By using NM, the users get a platform to forum in which they can interact-freely with one another (Duggan & Smith, 2013). That is a clear indication that the NM networks are designed for communal, not individual usage (Eijkman, 2009).

In Kenya, YouTube, WhatsApp, Instagram, Facebook, and Twitter are the most popular NM channels that many people use (Bakers, 2013). New media is characterized by the speed of its development, matched by the pace of absorption by the public, youth in particular. Old media is not left behind. New media allow for random access of information. NM is the digital version of analog media, thus, regarded as the “new wine in the old bottle”. It is better than the analogue media because it is more interactive and organized than the analogue media.

New Media is a digital version of the analogue media. NM is gaining popularity because of its effectiveness, efficiency, and convenience. The NM can be compared to the old media like radio, television (TV), newspapers, and magazines. The scholars have not come into a conclusive agreement regarding the distinctions between the old media and NM. The scholars argue that the NM does not comprise of the TV, books, magazines, and films because these old media are not as interactive and digitized as NM. Wikipedia is a typical example of a NM. It qualifies as a NM because it incorporates different components like interactive feedback, creative participation, and has web links, video links, images, and digital texts each of which are accessible through the internet. Facebook is another form of NM which is basically a social media platform that gives users a chance to create and manage content. (Mitra, 2011).

New Media can be distinguished from the old media through the use of different strategies. One way through which these media differ is that the NM is more digitized and interactive. However, scholars have also found it a bit challenging to distinguish these media because of many reasons. Notably, the old media has also transformed itself to the modern forms. Today, the old media can be represented in a new form using modern technologies. For example, books and journals can be digitized and accessed through the internet. However, the NM involves the use of devices like desktops, laptops, and smartphones. At the same time, it is interactive and makes it easy for the users to interact with one another. In fact, NM can be designed to suit unique individual needs (Asemah, 2013).

The old media are electronic media that grew up alongside print media like radio, film, cinema, and TV-that relied mainly on analog systems rather than digital ones. They were so popular with many users in the past when new forms of media had not come up. In the period before the 1990s, media relied so much on the analogue and print models. However, in the past two decades, the society has shifted to NM courtesy of the modern technologies like ICT. That is why, today, people use novel media like video games and social media. Even the traditional media forms like printing press have become more advanced because of the application of modern technology. New media are also perceived to be very accessible by youth electronically and quickly (Fogel & Nehmad, 2009).

According to key informant, there have been mysterious deaths and violence in Rongo Sub County organized by unknown people; violence, drug abuse and theft cases have been very rampant. This has resulted in anxiety and insecurity in the town. People cannot therefore perform their duties normally because of the fear

instilled in them. The key informant confirmed that youth in particular are to blame for these social problems. New media is used by the youth as powerful tool for executing insecurity (Hargreaves, 2003). Thus the town has been gripped by insecurity. The violence issue is generally of great concern as some people have tended to resort to involving themselves in this act. The drug issues have also caused insecurity. Very harmful drugs are readily available. This is possible because certain group of people connect with one another on new media platforms. The most commonly abused drugs are bhang and alcohol (Buckingham, 2008).

Stanley (1972) defines insecurity as “a collective response, generated by uneasy social strain and incited and spread by interest groups towards persons who are actively transformed into ‘folk devils’ and then treated as threats to dominant social interests and values of a community.” Insecurity tries to prove that something is wrong and must be rectified in order to deal with the threat. Insecurity is unthinkable without new media. New media are channels through which information about deviance are passed (Shoemaker et al., 1987). Deviance in this document is understood as a failure to conform to acceptable societal standards. Based on Cognitive theory, people observe the actions of others around them-in person or via media –as well as the consequences of those actions (Bandura, 1986). Insecurity can contribute to general increase in the levels of anxiety and tensions among the individuals and the community at large. New media is a constituent part of insecurity/ social problem (Schlesinger & Tumber, 1994).

As channels through which information is passed, new media are very flexible. In this thesis, channel is used to mean a medium or a way through which information is passed whether oral or electronic. Channel is also the means through which information is transmitted from one point to the other. For message to change

position, it must flow through a particular medium or channel. New media is mainly used in passing electronic communication.

1.2 Statement of the Problem

Media has great impacts in the society. Its effects on global terrorism are immense. New Media is a useful tool that plays a major role in as far as the fight against global terrorism is concerned (Ngige et al., 2016). Contrarily, NM has been used in the fueling of terrorism as well as the commitment of other criminal activities.

Every society has its cultural boundaries, thus using new media to create insecurity is breaking the boundary. Communication through new media today has become cheap, faster, interactive and flexible as opposed to communication through old media like magazines, newspapers and analog television.

This study is concerned that there is lack of legal system to consider the influence of NM and its causative effects on insecurity. There could be a link between NM and crime among the youth in Rongo Sub County due to their consumption of media and high level of exposure to NM sites in their leisure time in few selected areas. The youth could be easily involved in crime and violence. Thus the study is concerned about the misconduct among youth and their overconsumption of the NM in the selected areas.

Insecurity- related cases have been reported at Rongo police station from the year 2018 to 2019. According to the office of the Officer in Charge of the Station (OCS) of Kamagambo police division in 2018, these insecurities related cases include theft cases, drug abuse, violence, assaults, and murder. Among these cases, he said some are pending under investigation (PUI); some are pending before court (PBC) while others are pending arrest of known accused (PAKA). Majority of the victims of

these insecurity cases are youth. This thesis therefore sought to establish whether NM can be linked to insecurity in Rongo Sub County. That is, whether the youth use Facebook, WhatsApp or YouTube to cause the crime leading to insecurity. The main issue of concern, to that effect, is that not much empirical information is known about the link between NM usage by youth and insecurity. This study therefore aimed to uncover that missing empirical research on the perception of youth on NM and insecurity confronting Rongo Sub County.

1.3 Purpose of the Study

The purpose of this study was to establish the perceptions on new media influence on insecurity among the youth in Rongo Sub County in Migori County.

1.4 Objectives of the Study

The objectives of the study were:

- i. To investigate the commonly used New Media platforms by youth in Rongo Sub County.
- ii. To find out why these New Media platforms are common among youth in Rongo Sub County
- iii. To establish whether the use of New Media by youth can be linked to criminal activities in Rongo Sub County.

1.5 Research Question

The study sought to answer the following questions;

- i. What are the commonly used New Media platforms by youth in Rongo Sub County?

- ii. Why are these New Media platforms common among youth in Rongo Sub County?
- iii. How can the use of these New Media platforms by youth be linked to criminal activities in Rongo Sub County?

1.6 Assumptions of the Study

The study was based on certain assumptions. These were: First, NM has a role on insecurity in Rongo Sub County. Secondly, the participants were honest and truthful whenever giving answers to the questions on the influences of NM on insecurity. Finally, most youth use smart phones.

1.7 Scope of the Study

In terms of content scope, the study mainly focused on the perceptions of youth on new media influence on insecurity. The geographical scope focused on Rongo Sub County, Migori County, Kenya between August 2018 and February 2019 using survey research approach on the youth and the public with a sample size of 92 youth between the ages of 20-40.

1.8 Limitations of the Study

The study limited itself on only the Facebook, WhatsApp, and the YouTube. It also limited itself on the youth living in Rongo Sub County. The researcher also had to meet the full cost of the study.

1.9 Justification of the Study

Limited research has been done on the perceptions of youth on NM influence on insecurity. Most literature has given prominence to the Facebook and Twitter on insecurity leaving out WhatsApp. There is therefore a need to fill the gap by finding out whether the use of NM by youth can be linked to insecurity in Rongo Sub

County in Migori County. The Sub County also has relatively high youth population with robust business activities.

1.10 Significance of the Study

It is hoped that this study will yield data and information that will be useful to the security agents and by extension to the government of Kenya. The government will identify the threats posed by the new media on insecurity then formulate new policies that will be used to control the usage of information shared through the new media channels. The government will rely on the research findings to know the threats of NM and therefore put necessary measures towards having a secure town. In terms of academic contributions, the study will provide a baseline for further research on the role of new media in escalating insecurity. This should lead to the generation of new knowledge that can be relied upon to improve NM usage and any insecurity-related issues. The study will also be very useful for students taking communication studies, media studies, public relations and other security related courses.

1.11 Operational Definition of Key Terms

In this thesis, the terms communication, media, new media, and old media, were very recurrent. Since the definitions of these terms vary in existing literature, it was necessary to indicate that they were used in this thesis as explained below;

Communication- Is the process of exchanging information from one individual or group of individuals to the other

Media-Any channel that enables the message to flow from one point (the sender) to the other (the receiver)

New Media- All that is related to the internet and the interplay between technology, image and sound.

Old Media-These are the conventional media platforms that were used in the past before the invention of modern technology in which NM has become the order of the day

1.12 Summary

The Chapter one of this research contained a comprehensive preview and introduction of the background to the study and presented the statement of the problem where the historical and socioeconomic contexts for this study have been highlighted. The chapter also contained the research questions, the scope of the study, and the research objectives. The limitations and justifications for the study have also been pointed out, especially in terms of content and context. It has also pointed out that in spite of the limitations; this study has potential contributions to make in terms of knowledge in the field of communications, media studies, and public relations.

CHAPTER TWO

LITERATURE REVIEW

2.0 Overview

In this section, details of literature review, the theoretical framework and conceptual framework are presented. The chapter discusses the perceptions on new media influence on insecurity among the youth from the global, regional and local perspective. The chapter discusses specifically the roles of Facebook, WhatsApp, and YouTube on insecurity.

2.1 The Concept of Insecurity

According to Kimutai (2014), the idea of security is a complicated issue. This is due to the fact that security issues continue to give nations serious challenges including the global community as a whole. Certainly, matters revolving around keeping or resolving security problems in the world have presumed the center stage in universal political scheme. To this extent therefore, policy architects in the world and opinion shapers in conjunction with leaders in Kenya have recognized that security stands to be an explicit strategy challenge in governance.

In addition to these, the change of present world security problems like terrorism correspondingly inspires and informs the increase of security problems currently in Kenya. National security as a very important feature of governance therefore remains unguarded under consistently endangered national coexistence and civil union in Kenya (Kimutai, 2014).

The modern day is known as the information age whereby communication is a survival skill. The fast paced information based is hinged on human communication, negotiation, and corporation and collaboration ability all together locally and

globally. The world has become a global village whereby information from any part of the world can be accessed. New media forms such as WhatsApp communicate directly with other devices that use digital technology. The emergence of new media has increased criminal activities like theft cases, drug abuse, violence and terrorism. The term terrorism is the use of calculated, illegitimate or discrete behavior to gain particular economic, political, social objectives or religious. Such fanatic's strategies are together with bombing, abduction, hostage taking, hijacking, murders, coercion and use of drugs, (Vetter & Perlstein, 1991). It is an exploit that is meant to cause demise or serious corporal harm to noncombatants when the aim of such actions is to frighten a population, or to coerce a government or an international institution to perform or to abstain from performing an act.

According to Castells (2000), the world is perceived today as a global village and the fact has been proved further with the establishment of the new media. Based on the development of the new media, sharing of information has turned out easier and more efficient. One must not have to wait for the news bulletin on radio stations, TV stations or printed newspapers, which are normally a day late with news just in order to be capable of accessing information from any corner of the world. Sharing of information has been made very easy and instant by NM. New media is not a private space and what one posts can be circulated in ways that might offend them and/or people they care about. These hurting posts may include; pictures with drugs and liquor or discussing using or selling drugs or alcohol, sexually evocative pictures or posts (nudity, fractional nudity, erotic poses, and sexual phonology). For instance, in this case, such posts may include; half stripped people as cover photographs, dirty talks, illuminating photos of oneself, photos of sexual acts, videos of inflammatory dancing/conduct and posting sexual lyrics.

According to Kaplan and Haelein (2010), SNSs allow the users to come together by generating individual information side views, friends' invites and the particular social group to reach those particular profiles and send e-mails and instantaneous messages amongst one another. Sara (2012) differentiates NM platforms also known as 'web 2.0' as those that normally provide for interactive contribution by users as contrasted with web 1.0 platform that only give content to consumers depriving them of the chances to interrelate with or adjust the information in the internet. Generally, there is indication that while NM is used as a way of communication, it can also be used to promulgate aberrant behaviors like violence, drugs and substance abuse, and theft cases leading to insecurity.

The development of New Media has made it easier for anybody who can access technologies like Smartphones and/ or any mediated technology to collect, process and circulate messages to others (Langlois, 2011). NM has now become a social communication tool in growing nations. NM encourages positive as well as negative agendas. Internationally, terrorists, separationists, political organizations, religious assemblies and the likes use NM to pass their information and philosophies. In his work, Bubuli (2014) show how NM platforms challenge old media like the newspapers and TV as sources of newscast and information. Naughton (2013) records the rising influence of Twitter as a news-sharing platform. Other researchers like Kirkpatrick (2010) note the rising functions of SNS particularly Facebook in sourcing and disseminating messages.

In the traditional African setting, Nwabuze (2017) says that old media is an extension of man and people's culture which facilitate the exchange of ideas or information in a typical African society. The dawn of new technologies has turned the world into a global village and the speed at which information is spread is far

more than that of print media. Adeboye (2012) says that social networking is a type of communication that is done online, using some sort of platforms such as Facebook, WhatsApp, YouTube and Video games among others in which individuals place and get attached with others who are on the website.

New Media has been mentioned in Cyber-crime (nuisance, hacking, cyber-bullying and cyber-terrorism). Cyber-bullying, also known as electronic bullying is precisely defined as a bullying type that involves the use of online or computer-mediated statements such as Facebook, YouTube, WhatsApp, Twitter or short messaging services (Menesin et al., 2012). Examples of cyber-bullying include sending offensive or intimidating messages, spreading of rumors, unveiling personal information, exhibiting embarrassing images for example the pictures of sexually transmitted infection (STI) of the victims of the famous 'Jakadala' infection in Migori County in December, 2018. Embarrassing videos and pictures went viral on Facebook, WhatsApp and YouTube causing a lot of fear and panic in some parts of Migori County like Rongo Sub County, Awendo Sub County and Nyatike Sub County.

Cyber-bullying varies with customary bullying in that embarrassing texts or graphic tools sent to NM could be long-lasting and accessible to the public (Heirman & Walrave, 2008). In cyber-bullying, committers dominate sufferers by knowledge of new media convention, obscurity, and the sufferer's limited abilities of self-defense and few choices of escape (Perren et al., 2012). Mundhai et al., (2009) have quoted the use of SMS (short Message Service) as a tool to stir up tribal violence and hatred in Kenya during and after the 2007 general elections violence. According to Mundhai, therefore NM is a source of insecurity since it can be used to send messages leading to violence and hatred.

Insecurity has been identified as a big issue which security agents in Kenya appear not able to handle vis a vis its multiple expressions like destruction of property, creation of fear, violence, murder, theft, drugs and substance abuse, terrorism, to mention but a few. One of the key accepted human rights in any sovereign state is the right to life and security and that is why it is always provided for in the constitution of most sovereign states. Kenya is not an exception therefore the constitution of Kenya chapter four under the bill of rights part two; rights and fundamental freedom states that every individual has the right to live and the life of a person begin at the conception. The constitution also openly states that “the security and welfare of the citizens shall be the main responsibility of the government.”

Insecurity is a feeling of uncertainty, a lack of confidence or anxiety about oneself. It can also be described as the state of being open to threat or risk. Insecurity is an enemy culture to the people. However, insecurity is not a fixed attribute but a dynamic and complex process, that is, it is a course that is shaped, reproduced and converted through ethnic and civil forces in action in our present-day society. In this thesis, the insecurity associated with new media includes theft, drugs and substance abuse and violence. New media are basically linkages and mass communication tools that are characterized by an intercontinental diffusion and ever-increasing level of use, considering their flexibility and their degree of cheapness. New media have serious security implications for the residents of Rongo Sub County. The spread of new media driven by internet expansion and itinerant technology is changing the way our communities operate. For the past decades, the two media screens have been TV screens and computer screens. TV was the most important source of news at homes, schools, churches and other social places. Today, a number of smaller

screens have joined the race; examples include mobile phone screens, pads, tablets and other smaller screens. Mass communication has become increasingly mobile.

Most communities appear to be subject to insecurity which is an enemy culture. The people who are causing insecurity become defined as a threat to values or morals of the community. In this study, the term values is understood as thoughts believed by persons or groups about what is desired, appropriate, respectable, and corrupt. What individuals' value is overly prejudiced by their definite cultures which they happen to live in. The term values are also described as collection of ideas about that which is right or wrong, moral or immoral, and appropriate or undesirable in a given culture (Williams, 1970). Insecurity at times has serious and long lasting repercussions in our communities. It continues to spin around the manner in which some deviant members of the society or groups are stigmatized as intimidating to destroy the social fabric of our daily lives.

In as much as the issues of insecurity are not new in Kenya, the country has continuously been experiencing many security challenges. Today, a day hardly passes without a security challenge report or the other. The series of violence, murder, theft, drug abuse as well as communal wars which are politically influenced have become major issues which the security agents in Kenya have appeared unable to handle. Security has long been part of human existence and could aptly be viewed as independence from intimidation or ferocity which could result to loss of lives and possessions. That is, security is a condition where inhabitants of a nation are free from intimidations of their life and means of living, safe from corporal maltreatment, diseases, joblessness, and human rights abuse wherever they may be within their sovereign country.

Various scholars in the world have posited different viewpoints on the security concept; as the United Nations Development Program (1994) states, security could be referred to as guard from concealed and unkind disturbances in the daily accomplishments, at homes, in offices or societies. That is, security is the condition of being safe, secure and free from danger. Also, it could be protection from prolonged threats such as starvation, sicknesses and suppression.

The Commission on Human Security (2003) describes human security as protection of human lives in a manner that will improve human autonomies and satisfaction. Human security includes freedom from maltreatment, terror and the freedom to take suitable movements minus any form of limitation. It is also the guarantee of imminent well-being and freedom from hazard.

Williams (2008) gives security a socio-political view. His perspective emphasizes that security comprises of the aptitude to pursue esteemed political and social drives. That is, security is by nature a socio-political aspect and without security, there could be no political steadiness and therefore social activities will be chaotic. Palme (1992) also notes that there is a link between security and existence. According to him, security is an important condition for the survival of human beings. Hence, security is tantamount to freedom from threat, terror and uncertainty among others. Nwagboso (2012) argues that security is a crucial concept which is ordinarily linked to the elevation of menace to the existence of individuals or groups. Thus for him, security can be associated with freedom from current and impending threat, maltreatment or anxiety. Nonetheless, security may not necessarily be the absence of intimidations but it is the capacity to respond to these intimidations with apposite skills and proficiency.

According to Otto and Ukpere (2012), security is similar to the existence of well-being, pleasure and the safety of human and their properties or the inexistence of catastrophe. Akin (2008) on the other hand describes security as any laid down measures to protect persons and property from hostility. It is a condition whereby a conducive environment is provided for in order for the citizens to go about their routine activities without intimidation of either their lives or belongings. Thus security covers all approaches towards protecting human together with physical properties in the state from all kinds of hostilities or ferocious demeanor.

Omoyibo and Akpomera (2012) found out that security in Nigeria is similar to one who put iron bars on his or her windows to ultimately prevent the individual from escaping a fire outbreak. For them, the only way to maintain peace and guarantee security is by keeping law and order. Through this, a nation could be protected from dangers including low-level civil chaos, criminality, orchestrated violence or an insurgency (El-Rufai, 2012).

Insecurity thus specifies the common features of the social challenges that occur suddenly, cause anxiety among great organizations and appear to demand special resolutions thus threatening security. The concept of insecurity is defined by crucial elements; First, concern- this is a feeling of worry, especially one that is shared by many people. When there is insecurity, there must be a heightened level of concern over the behavior that that behavior causes for the rest of the community. This concern should be manifested through social movement activity.

Secondly, hostility- This is an unfriendly or aggressive feelings or behavior, strong or angry opposition towards an idea. When there is insecurity, there is a high level of antagonism towards the group or set considered to be taking part in the actions in

question. Members of this group are regarded as the adversary of the community; their conduct is seen as injurious or threatening to the principles and the interests of the community. Thus in any community where there are such people who cause insecurity, a dissection is made as to being ‘us’-upright, decent, reputable folk- and ‘them’- deviants, wicked guys, undesirable, crooks and the unlawful. This dichotomization comprises of stereotyping causing “folk devils” or villains and folk supermen in this ethical play of evil against good (Cohen, 1972).

Thirdly, consensus- this is an opinion that all members of a group agree with. In circumstances where there is insecurity, there must be significant or prevalent pact or consensus that there exists at least a given measure of compromise in the community in one piece or in designated sections of the community that the menace is existent, solemn and is instigated by the wrongdoing cluster or group of members and their conducts. Finally, volatility; insecurity is volatile, it erupts suddenly.

Insecurity continues to haunt all the residents of Rongo Sub County as it is already fast becoming a reality to them that the government is not able to commendably warrant the security of the people and their properties. The security providers who are given the mandate to secure lives and property which include- the police and other security organizations have all not done well in the execution of their obligations. The level of insecurity in Rongo Sub County is complex as much as it is uneasy to precisely categorize the insecurity patterns.

In as much as the extent of insecurity in Rongo Sub County is problematic to quantify in fiscal or real terms, still, it is very open to observers that it has been costly to the people of Rongo Sub County a massive human and material resource. Security performs a key role in the lives of human being. Coupland (2007) noticed

that insecurity has serious impacts on the lives of people and their welfare, thus, for this one reason; the government has to commit itself to its obligation of ensuring security. When security is guaranteed, freedom is granted to the people, both physically and mentally to carry on with the business of growing their lives without fearing for molestation or violent loss of lives. Hence, to experience a condition of wholesome physical, psychological and social welfare, security is central (Meddings, 2001). Existence of insecurity is tantamount to an unstable society with widespread fear and endangerment from violent loss of lives. Violence and insecurity are frequent occurrences in today's world. New media has an active role in creating insecurity or deviant behavior. New media is not something separable from the society.

2.2 History of New Media

The world today is full of sophisticated technical know-how and skills that have redefined human communication and interaction in the contemporary society. NM with its aspects brings knowledge, skills and actions nearer to the societies and has transformed access to information. Today, NM tools have brought changes in the communal, commercial, cultural and political facets of human life.

According to Mitra (2011), NM cannot be defined in black and white or separated in a very narrow domain since it is an idea arising from several other fields which when put together produces an enormous domain. Thus, NM is just but the merger of all other kinds of media into a one new form, all the conception, notions and theories of the initial media are implanted into the new form. The definition of the new media can be classified into scientific, cultural, social, and environmental aspects.

First, new media is both techno-based and techno-bias. While picking the techno-based aspect, new media can be defined from the technological point of view since it is just but a new technology that aids in viable growth in the communication field. New media is not without the blessings of the technological developments in the field of communication (Information, Communication and Technology) and computer technology. This new progress has resulted to the new media.

Secondly, new media is also techno-bias. There must be unfairness since not everybody can use the technology. Only the one capable of using it has an advantage over the others and therefore they try to control the new form of media and shape the evolution course in the growing nations. One basic fact is that technology is established by human beings for a reason. And the reason is development. However, the question could be the kind of development, and this is squarely a social development. New media can be described as a fresh technological progression that induces socio-cultural variation in the developing social order. And finally, new media is an innovative technological progress not only for the aspect of social or cultural grounds but also working together with the environmental aspect for sustainable growth.

New media is a wide term that came up in the late 20th century to cover the join up of the old media like flicks, pictures, songs, oral and transcribed word, with the cooperative influence of computer also known as convergence, computer-enabled user devices and most prominently the internet. New media takes up a likelihood of on-demand access to satisfy any time, on any modern device, and also interactive user response, artistic contribution and communal development across the media content.

2.2.1. The Concept of Facebook

Facebook is an American online social media and networking concern located in Menlo Park, California. Its website was launched in February 4, 2004, by Mark Zuckerberg, in conjunction with colleague Harvard College scholars and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes. The originators originally narrowed the website's affiliation to Harvard scholars only. Later, they widened it to tertiary education institutions around the Boston area, the Ivy League schools, and Stanford University. Facebook can be accessed from a variety of devices with internet connections, like, desktops, laptops and tablet computers, and Smartphones.

Upon registration, subscribers are able to make a personalized profile indicative of their name, profession, schools attended and the like. Thereafter, one can add other users as "friends", chat by messaging, import photos, "like" pages, search for contacts, upload photos and videos, updates status, share pictures, videos and links, access and use several software applications ("apps"), and get notifications of other users' activity. Besides, users can join user groups created by workplace, institutions, hobbies or other topics, with which they share a common interest, and classify their friends into lists for example as "People from Work" or "mutual Friends". Users are also able to report or block unpleasant posts and people.

Facebook permits users to select their own discretion settings and select for themselves who can view particular sections of their profile. Users can regulate who views other materials or posts they have uploaded, and also who can search and get them, via their privacy settings. Facebook is the leading SNS based on monthly exclusive visitors, having overtaken other social networking sites. Facebook's social

influence has also altered how individuals communicate. Instead of having to respond to others via e-mail, Facebook permits users to transmit, broadcast or share information to others, and hence engaging with others or be involved by others' posts. Facebook has been fruitful and more socially influential than several other new media sites. Kirkpatrick (2010) believes that Facebook is designed in a way that it cannot simply be replaced. He dares users to reflect how hard it would be to transfer all the relationships, photos and posts to an alternative.

2.2.2 The Concept of WhatsApp

WhatsApp is a modesty cross-platform instantaneous messaging client supported by smart phones. It is an incredible application, and with which it is easy to connect with the society and people across the globe. It is an effective platform for the flow of information and thoughts. The application is in many ways so advantageous that it occupies a major part of the users' day-to-day life. However, it has some negative impacts on the lives of the youths. Hence, it is essential to know the role it plays in causing insecurity. This study attempts to establish the roles of WhatsApp in causing insecurity in Rongo Sub County. The application requires internet connection to send photos, videos, user location, and audio-media messages to other users using standard cellular mobile numbers. Apart from messaging, WhatsApp provides group chat and location sharing among other commonly shared information.

It was founded in 2009 by Brian Acton and Jan Koum to facilitate communication and the circulation of multimedia messaging. The platform was premeditated as a way of communication for opportunities and experiences. A social networking can be affected by cost, time, culture, geography and many other landscapes in which WhatsApp is one of the most prevalent applications. In February, 2016, WhatsApp

had up to a billion user base, making it the most internationally common messaging application (WhatsApp inc. 2016). WhatsApp is an astounding application, and with which connectivity to the society and the whole world is eased. It is an effective medium for the flow of information and ideas.

It is a platform that allows for an instantaneous messaging application throughout the world for Smartphone. It supports sending of user locations, information, photographs, videos, audio and text messages in real time to individuals and group. These outstanding features are the reasons for its popularity among youth. Hence, an individual is able to chat with family and friends through the application beyond the limit of seas and build familiar environment for it. It also helps to keep contact to every other person at one point. A large percentage of about 67% have become addicted to WhatsApp (Bhatt & Arshad, 2016).

2.2.3. The Concept of YouTube

This is a photo sharing site that allows users to upload, edit, print, and send their digital photos to others. Video sharing has become a dominant communication form on the internet as it allows users to upload, watch and share video slides. YouTube has become an important destination for messages.

YouTube was created by three PayPal employees in 2005 (Fraser, 2017), and it is one of the world's main websites for uploading and sharing videos as well as providing direct broadcast service for entities. It gives young people an opportunity to establish into the online world for social networking purposes and also to achieve financial gain. They are also able to gain popularity through the use of such modern media, as YouTube provides the environment and content that aids in the development of the abilities of the young men and their skills in various areas.

According to the journal by Ensour (2015), he gives various reasons for which young people are attracted to YouTube in Jordan and Saudi Arabia; most importantly, are flexibility and low cost in the communities. It has helped in doing away with the barriers of threat while paving way for freedom of expression than it initially was. YouTube has become a free space for the young men especially with the proliferation of Smartphones that give the required software and internet connection at any given time and in any speed.

2.2.3.1 New Media and Drug Abuse

Drug abuse is in the present-day nation one of the confronting problems mostly among the youth. Cases of drug and substance abuse and related anti-social conducts have immensely risen in the recent past. It has therefore become an alarming issue to the government, parents, church leaders and all other pertinent bodies. It is more widespread than parents suspect as they do not acknowledge the magnitude of drug use and as a consequence, a number of young people believe they can use drugs with exemption.

Impersonal bodies of communication such as cinemas, television, radio and papers play important roles in the rise of anti-social behaviors. Drug abuse as an example of anti-social behavior can be cultured through media. Some of those believed to have been inclined by media into the habit essentially imitate them from their peers.

Findings from a study undertaken by Gikonyo (2005) on the victims of drug abuse and paternal knowledge on factors exposing the youth to drugs and substance abuse in Nairobi, Kenya indicated that those who smoke are regarded as being either pronounced sportsmen or socially successful, rich or noble people. He also adds that social influence from media and friends is a widespread risk factor for substance

abuse among adolescents in developed and growing countries. This research did not put into consideration the influence of NM in specific as a factor. Thus, the current study seeks to solve this by considering the usage of NM and the role it plays on drug and substance abuse among the youth.

Young men drunken state can easily be presented as potentially violent and a threat to community order and security. The insecurity is of great magnitude. New media has opened up many opportunities for the youth from finding out criminal related information to conducting communication globally.

Abuse of alcohol and other drugs have resulted into health problems and addictions causing insecurity. These drugs have also led to unruly behaviors like being drunk and disorderly and committing crimes like theft and other forms of violent behaviors resulting into insecurity in the town. A drug in this thesis is defined as any substance, either natural or man-made, that when taken into living organism may alter the normal body functions. Drugs include everything that the organism ingests, inhales, absorbs or is injected into the blood stream. Drug-taking and other forms of socially deviant or problematic behaviors have been the causes of insecurity in our communities. Drugs have been associated with most new musical forms in the twentieth century which are easily obtained from new media platforms (Lyttle, 1992). Recreational drugs have become fundamental to contemporary youth leisure (Measham et al., 1994).

Drugs are readily available on the NM platforms like YouTube, they are tried extensively, sex or class notwithstanding; the use of drugs has become part of youth; such that even those who do not use them get to know of them on NM platforms; while the usage increases with age, it is confined to recreational time and places

(Parker et al., 1998). The most commonly abused drug by the people is alcohol and this accounts for many deaths. In Rongo Sub County, youth have been involved in drug –taking and other problematic behaviors causing fear and anxiety in the town. New media has long operated as agent of insecurity in the Sub County.

2.2.3.2 New Media and Theft

According to Shareen and Tariq (2018), with an increasing use of NM sites nowadays, criminal acts have changed to new platforms that provide criminals with easy access to large data volumes. Facebook is noted as being the most popular NM platform where people have much trust in. This by extension is because people reason that their friends on Facebook are essentially people they can believe in. However, Facebook has been a platform for theft. This particular study only focused on Facebook. The current study mitigates this by also discussing other new media platforms such as WhatsApp and YouTube.

New media sites are perceived to have contributed to provision of new and artistic methods to criminals and fraudsters to execute their evil acts. They have taken the old-style crimes to generally a new level. Also, criminals boasting about their crimes have become a very common thing on SNSs thus promoting performance of crimes. One crime that has experienced a striking increase in level is theft, including identity theft.

2.2.3.3 Financial Identity Theft

According to Stroup (2017), financial identity theft comprises of fraud with bank accounts and credit cards. Allison et al., (2005) have noted several techniques employed by offenders to execute financial identity theft. First, imposter opens a new credit card account in the victim's name and date of birth then makes use of the

whole card limit. He then obviously does not pay any bill causing the victim to be a debtor. Secondly, the impostor can even alter the victim's mailing address thereby making the actual possessor of the account oblivious of any charges and finally the fake person might also open a new account with the victim's name and bounced cheques. According to the standard Newspaper dated Thursday, January 31, 2019, many banks in Kenya have lost billions of money to cyber criminals. It emerged that Kenyans are losing billions through mobile apps as cyber-criminals shift their tactics to unsuspecting clients using their mobile devices to make bank transactions.

According to one cyber security firm, Kenyan banks are estimated to have lost more than sh.21 billion to cyber criminals in 2017, up from sh17 billion in 2016, with the figure believed to be much higher since many cases go unreported as banks fear damage to their reputations.

2.2.3.4 Criminal Identity Theft

Criminal identity theft is among the cruel forms of identity theft and possibly one that is toughest to turn back. It generally takes up another person's identity as their own and uses it for criminal act instead of just manipulating the victim's bank account. This act is executed by providing a fake self-identification through an interrogation period to the law officials when the criminal is caught for an offense. The victim may be given an arrest warrant without their knowledge, which could end them behind bars. It is also believed that it can lead them to a perpetual criminal record and would affect their future accomplishments like jobs and loans.

2.2.3.5 New Media and Violence

According to the research done by Kirsh (2011) on the effect of publicized mass homicides trailed by the murderer's suicide in U.S., it is stated that the power of NM

impacts negatively on behaviors. Studies undertaken by Steven (2010): Huesmann and Tylor (2006) on social media and violence showed similar results. The findings of these studies show that violence in the NM like YouTube influences human behavior negatively.

New media has become very essential in modeling how a crisis is rendered and perceived. According to Ainan (2013), NM has evolved with time. In Syria, it was used on all sides of the conflict to enlighten and deceive the public. It has also become not only a way to report some aspects that are expurgated by the conventional local media, but also an alternate way of creating some kind of arrangement for the operation. According to O'Neil (2013), the role of NM became so obvious that it has been described as the first 'New Media war'.

Politically, in Syria resistance groups have utilized the power of new media to give themselves designed public face in various ways. YouTube has been used to provide a brand to their various causes so as to be identified with them, and has in turn been used as the preliminary point for fundraising on sites such as Facebook. Twitter has also been used on the other hand as a news breaking platform to update followers of where the fight is taking place. According to Teresa (2011), the proof of NM's significance is evident, by how it was used by the rebels of opposition, in the magnitude of the tortures imposed on the opposition activists due to the use of NM accounts, and also in the use of NM as a reaction by the government. Both government and rebellious groups have made broad use of NM to influence the universal discussion.

The use of social media services enabled users to circulate information quickly and simply, while maintaining a degree of anonymity. The NM platforms had been a

catalyst or facilitator of protest. NM platforms like Facebook, Twitter, YouTube, various blogging sites and even short messaging services facilitated formerly detached multitudes, which initially had no practical means of quickly speaking out their opinions and thoughts across substantial distances to instantaneously share their ideas. As a result of this technology, among others, people now have increased the capacity to acquire information from the exclusive perceptions of fellow citizens rather than depending solely on the existing media establishment (Selvik & Stenslie, 2011).

One of the incidences in which NM played a role in a social drive is the wake of the 2009 Iranian presidential election and the resultant formation and enlistment of the opposition Green Movement occasionally known as the ‘Twitter Revolution’. Substantial mark exists of NM being extensively used throughout this time as a method of communication and information gathering. Numerous sources indicate that Facebook and Twitter was used (Cross, 2010). Facebook, Twitter and YouTube facilitated and inspired the people to marshal, while overlooking the numerous and complex economic, social and political aspects that amounted to mass civil unrest (Morozov, 2011). NM played a decisive factor in overthrowing corrupt government in Iran.

In an article by Eiss (2014), he examined how either sides of the drug war- the interest group technicians as well as the government and security forces have used and responded to digital and social media. He explores the nature and implications of what he refers to as ‘narcomedia’ forms of digital messaging that have grown into a common place in Mexico. In other words, according to Eiss, NM can be used to pass messages about the drugs and substance abuse. The ‘narcomessages’ are handwritten symbols left by drug traffickers and are visibly envisioned for digital

reproduction and transmission to YouTube and other platforms. This causes a lot of insecurity. Thus according to Eiss (2014), the drug lords use mainly YouTube to send messages of drugs to their intended groups. Ogidefa (2008) notes that the major contributing factors for deviant behaviors among youth in America include NM, family influence, prevalent drugs and substance abuse, accessibility to weapons and lack of heavy punishment that is existent for juvenile offenders. Further, he states that if the increase in violent acts is to be curtailed, the cases of youth violence must be navigated and analyzed to find out which ones, if any can be affected by change.

Since Armenia's independence, there has existed theatrical upsurge in violence because of online TV which is a NM platform. Online TV is very dangerous especially to children. TV violence may have an effect on children in four ways; one, children may want to imitate what they see. Two, TV violence may affect children by plummeting academic inhibitions against violent behavior. Three, violent messages desensitize children to violence through duplication. Finally, TV violence promotes arousal (Black, 1999). The problem with TV violence and its distorting properties on children's growth is significant in Armenia. Armenian TV is being in the interim stage and has no appropriate legal framework that holds a lot of violent programs. A systematic analysis of factors forecasting cyber bullying commission and persecution in China among youth was conducted and it was found out that the occurrence of NM usage has had the uppermost impact on cyber bullying and violent doings among youth (Chen, Ho, & Lwin, 2016).

As conflict broke out across South Sudan, thousands of civilians ran for their safety to United Nations (UN) bases. Many South Sudanese with internet enabled mobile phones took to the new media especially Facebook and Twitter reporting on the happening around them. A research conducted by Mbedwa (2014) on New Media

and South Sudan conflict indicated that the NM provided many people displaced by the conflict in South Sudan to get information around the globe and with endless opportunities to share information and debate on the events and processes both inside and outside political entities. According to Rodney (2005), Twitter and Facebook became the primary sources of information on the happening in South Sudan. Facebook and Twitter provided people across the world with access to news on events.

Nigeria as an existing world entity inherited certain international security challenges by virtue of the changes of contemporary global security challenges including terrorism (Ani & Onyebukwa, 2016). As a country, Nigeria has been fighting with solemn security challenges from 1967 upon the commencement of the Nigerian Civil war to date (Nsude & Onwe, 2017). They note that the security challenges assume different dimensions at a particular period and include; inter-tribal war or communal crisis, armed robbery, assassinations, kidnapping, religious crisis and the Boko-haram group insurgency. Many people in Nigeria have lost their lives as a result of attacks of Boko-haram group.

According to Uhrmacher and Sheridan (2016), there have been many attacks by Boko-haram on civilians from 2011 to 2016. In the year 2011: 114 were killed in 32 assaults, Boko-haram was formed in 2002. By 2011, the fighters attacked government bureaucrats, police and religious leaders. In 2012: 1008 were killed in 108 attacks, as Boko-haram became ruthless; President Goodluck Jonathan declared a state of emergency in three states in the North East. In the year 2014: 3,425 were killed in 220 attacks, the group garnered transnational attention after its fighters abducted about 276 teenage school girls from a high school in Chibok, popularly known as the Chibok girls on 14th April of 2014. This prompted the global “bring

back our girls' campaign". On 19th February, 2018, the group confronted Government Girls and technical institution Dapchi and kidnapped yet another lot, 110 students of the institution (Vanguard Newspaper Online 02 March, 2018). In the year 2015: 6,006 were killed in 270 assaults, Boko-haram professed its fidelity to the Islamic State (IS) and in 2016: 422 people were killed in 36 attacks.

The Boko Haram has changed from its initial tactical guerilla form of spasm into different kind of hazard that involves women and child suicide bombers to release their turmoil on simple targets (Knoope & Buchanan-Clarke, 2017).

Boko-haram has been enforced from many of the territories but endures to execute its satanic attacks. Alakali, Adakelo, Sambe, & Tarnongo (2013) states that 'it is not fallacy to say that insecurity condition is one of the major features impending development in Nigeria. Elaigwu et al. (2005) have noted that between 1999 and 2005, Nigeria has experienced over 90 violent ethno-religious, collective and political struggles of varying degrees and extent. Most recently, many lives have been lost through Boko-haram insurgency. According to Alakali, Adakelo, Sambe & Tarnongo (2013), the group uses YouTube regularly to relay their messages. Obasanjo (2012) says that the group uses chat rooms and websites as a way of enlistment and organization for training groups and for significant fundraising through cybercrime.

On how the NM are used to perpetrate crime, Alakali et al., (2013) have summarized as follows; international terrorists use new media to establish their assaults or devise means of escaping security organizations so as to execute their attacks, the terrorists use the new media to spread propaganda and to inspire potential operations across the globe, terrorists use new media to spread propaganda, to deliver

intimidations meant to instill terror and vulnerability and to propagate horrendous pictures of latest actions. In Nigeria, Boko-haram leaders continue to use Facebook, YouTube and other SNSs to claim responsibilities, rejoice triumph and issue threats for further attacks. According to Asemahand (2013), Facebook, leads to insecurity in Nigeria more than any other social network. NM therefore intimidates the peace and steadiness in Nigeria and elevates security problems throughout the state. Facebook is widely used and mentioned when speaking about social networking platforms including WhatsApp (Cann, 2011). NM has also endowed users to grow into social communicators and content initiators (Nsudu & Onwe, 2017).

According to the article published in 'the Nairobian in 12th January, 2018', Kenya invaded Somalia to stop the kidnapping of foreigners in Kenya. After that a wave of deadly attacks in Kenya by Al-shabaabs started. Explosions and gunmen targeting churches and malls, and innocent students in schools became part of the narrative. The Al-shabaabs generally used NM to coordinate and conduct their criminal activities. Politically, the Al-shabaab remains resilient and continues to launch strike against civilians and military targets across Somalia. It has adapted and become versatile in using both urban and rural guerilla tactics. The African Union Mission in Somalia (AMISOM) has had some success against Al-shabaab but is still struggling to fight.

According to the article published in November, 2016, South Africa is developing quickly in regards to population, the economy and global inspiration. Technology implementation continues to escalate in South Africa with movable smart device possession developing exponentially, social media usage aggregating and the internet gaining authenticity. From this upward development and digitization comes forth new risk and weaknesses that could demoralize the growth in South Africa.

Due to borderless nature of NM, many of cyber security trends affect South Africa. Smart phones are a continuous attractive target for cyber criminals who are very professionals. These criminals are very bold in terms of their targets and the sums of money they seek. NM continues to be a favored target as criminals seek to use them to spread fake links.

For several centuries the media development from print to radio, to TV and now to online media has progressively stimulated mass opinions, beliefs and ideologies. Conversely, the development of NM platforms like Facebook, Twitter and YouTube has this concept a notch higher. According to Kamp (2016), from Facebook, YouTube, Twitter, blog groups and a news proclamation can improve from zero to 20 million viewers in one night. The viral nature of this highly social, user-driven environment facilitate connection of complete strangers over common views, desires or interests and together create winners and losers. NM according to Kamp (2016) can help people in exploring modern ways of collaboration and communal actions; they are able to give opportunities for rallying people around a common course or for sensitizing the public on particular matters. Unlike the old media, NM is open, potentially giving every person a means to openly reach out to the public.

Kamp (2016) also notes that in Uganda, NM users are majorly urban elites, scholars, youth, politicians, civic actors, all who shape political and governance procedures. The information shared amongst themselves on NM platforms finally influences the opinions and perceptions of the multitude and consequently shapes how the old media rooms capture the news. Thus in Uganda, NM media has grown into the new site for civic activism. It has also provided chances for politicians to reinforce their relations with the citizens.

Melisa (2010) emphasized on the negative effects accredited to the use of Facebook by certain groups; for example, increased access to online information by the public together with the often free-for-all ability to publish an extensive range of information that can actually lead to surplus of unclear, inexact and disrupting information. Insecurity whether from within or without, in addition to fears over terrorists' activities across Kenya's border with Somalia and along the coastline, and piracy off the Coast has made Kenya to partake a progressively vigorous role in local security. The nation has for a long time been targeted by international terrorist assaults and the deliberation of political, global and national targets in Kenya continues to be a serious concern for the security. On Tuesday 15th January 2019 at around 3 pm, terrorists attacked Dusit Hotel (D2) Complex along Riverside drive in Kenya. Several people (approximately 21) were killed while others (over 700) were severely injured. The government urged Kenyans not to share clips of the Dusit attack through SNS like Facebook, WhatsApp, YouTube, twitter and other social networking sites because this could glorify the attackers and also lead to more tension and fear in the country.

According to the research done by Kimutai (2014) on Social Media and Insecurity in Kenya, he says that Facebook has continuously been a target of intercontinental terrorist assaults and the attention of prospective international and national targets in Nairobi remains a key concern for Kenyan security. He adds that Facebook remains a platform normally used by terrorists to make the insecurity scenario worse and more complicated in nature and operations. For instance, in Kenya, Al-shabaabs started using Facebook to employ youth, communicate and train them. It also took advantage of Facebook to communicate with cybercrime administrations and to

organize a long with them fund raising activities to aid raising money to pay its affiliates and organize attacks on the land.

A study by Philista and Arne (2015) in Kibra informal settlement found out that most of the youth from Kibra in Nairobi, Kenya especially boys are recruited into criminal teams using NM channels right after completion of primary school. A study by Njoki (2014) on the aspects of disorderly behavior among youth in Nairobi, West and South C. estates found that the major immoral behaviors among young adults included negative sexual actions and cases of violence. She noted that the availability of cyber cafes that are not well regulated have facilitated access to online pornographic materials for the youth. Antisocial behaviors have become common among youth due to easier access to NM systems (Hammer, Koinijin & Keijer, 2014).

Al-Qaeda time and again uses Facebook and YouTube to recruit and increase the number of sympathizers and Jihad-supporters (Kimutai, 2014). Facebook is used as an effective tool to manipulate and bring together single groups linked to Al-shabaabs. According to Bakers (2013), there were 1,886,560 registered Facebook subscribers in Kenya and this was rated sixth in Africa in terms of population using population Facebook. This has immensely developed to over 5, 000,000 users as at 2015 (Internet World Statistics, 2016). A further assessment done by the consumer network Kenya indicated that 87% use internet to access social media (Consumer Network, 2013). NM users are individuals who employ media tools to communicate, share information and content, interact with other people, grow their temperament and fasten their social individuality. Zinzochi (2009) argues that individuals are able to meet all their basic needs using new media. These basic needs include security, membership and esteem needs. According to Bareket-Bojmel, Moran, and Shahar

(2016), the use of NM such as Facebook has incited youth to be self-derogatory while in quest of acceptance of other online users. This social grouping has led to increasing social penalties such as nude photos.

Current events in the world have indicated that new media just like the traditional media is able to act as a tool that impends national security. NM can generally be used to propagate misinformation, hate speech and incitement that lead to violence. According to Wanner (2011), the risks of new media are the threats and lead to insecurity. Threats of NM can manifest themselves in many ways. According to UN counter-terrorism Implementation Task Force (2011), new media are continuously employed by terrorist organizations basically for sociopolitical radicalization, sharing of information, training and recruitment. Bowman-Grieve (2010) noted that new media play a fundamental role of shaping the conducts of the individual and their willingness to take part in joint action due to their inherent interaction, recruitment and choice shaping functions.

New media applications are also used to perform electronic financial fraud and hacking. It has become very common for financial entities in Kenya and elsewhere to experience huge financial losses yearly through internet technologies and these include identity fraud through NM and other technologies. Facebook creates a perceived trust of acquaintance and tenderness on the internet. Most of the young people use the same technologies in offices and homes. Fogel and Nehmad (2009) state that the result is that participants may be lured into exchanging information that their employers would have preferred to keep private on the internet.

Following the background in chapter one, this chapter discusses the literature related to the perceptions of youth on NM influence on insecurity in Rongo Sub County,

Migori County, Kenya. The development of new media as a tool used by certain social groups and an increasing set of insecurity exist. Using these media can cause several negative effects for the people in a community and the national security. People especially the youth use new media platforms effectively to organize their sinister plans like radicalization of their target audience, terrorism and misuse of drugs. Social networking sites (SNSs) link people together as part of a charitable group. People join groups since they share common goals, interests or activities. Within the groups, people exchange information and ideas. New media as a tool employed by criminal gangs makes insecurity poorer and more complicated in nature and operations. Researchers contend that new media such as Facebook has grown into a tool for political and social movements to smoothen their operations.

According to the journal by Koros and Kosgei (2016), NM has been very instrumental in facilitating the unrest in many African universities. They note that students' turbulence in most African varsities have persevered from the inauguration of campuses in the early 1960s. They also note that there have been many students unrest in Kenyan public universities. These attacks have led to the closure of the campuses and interference of the learning. They found out that NM has played a key role in sending messages of tribal hatred; some messages were rallying comrades as expressions of cohesion. Hate messages were mainly exchanged amongst students from different tribal backgrounds.

Technology appears to be very instrumental in social courses, "it is people's usage of technology not technology itself that can change social process" (Earl & Kimport, 2011). Castells (2000) also reaffirms that technology is society and society cannot be understood or characterized without technological instruments. Hence, advancements in technology have had a contribution on the modifications in society.

These changes have influenced the mode of communication in the contemporary Kenyan society particularly among the youth. Presently, NM is the most commonly used mode of communication as compared to old media. NM platforms such as Twitter, Facebook, YouTube and WhatsApp that have initially had a standing mainly for socializing are now used as sources for information and are playing a central role in day-to-day social and political mobilization across the globe.

In Kenya, the 2007/2008 Post-Election Violence (PEV) was spread by the new media platforms such as Facebook, Twitter and YouTube. It is a common knowledge that hate speech and other messages of incitements normally trend on Facebook leading to either violence or insecurity. A study conducted by Kisilu, a student at the university of Nairobi, in 2014 on 'How the youth used New Media to spread ethnic hatred and insults during the 2013 general elections' showed that the hate speech witnessed on Kenya's highways that partially led to PEV 2007/2008 had migrated online by 2013 with million-major users of internet assembling in Facebook, WhatsApp, YouTube, twitter and other online blogs.

When President Uhuru Kenyatta's victory was endorsed in the year 2013 by the Supreme Court, Facebook acted as the people's source of information outside the court room. New Media went far beyond Facebook friendship and sharing of hilarious clips to a site with the capacity to change the world by challenging people to share views of serious stuffs. According to Maweu (2013), many users of Facebook during the run up to the 2013 general elections in Kenya utilized such media platforms to spew out their tribal obstructions while at the same time condemning the elections. This in the long run fashioned a battle ground of words from various political factions with varying views resulting to an online violence causing insecurity in Kenya.

2.3 Theoretical Framework

A theoretical framework is an investigation of the present or self-formulated philosophies or theory with regards to intentions of the research. It also refers to a set of interconnected variables, definitions and schemes that gives a methodical view of a phenomenon by stating relationships among variables with the tenacity of elucidating the phenomenon. The researcher assumed that new media has roles in creating insecurity in Rongo Sub County, Migori County, Kenya.

New media has been blamed for most social ills (Win, 2002). They play a large role in the postmodern society. Their contribution to causing social ills and its use by criminal groups (deviants) has recently grown. New media has been in an excellent position to create insecurity. It has sparked a line of thought where it is believed to endanger our ideals.

The theoretical framework adopted for this study was Uses and Gratification Theory by (Katz, 1974). The Uses and Gratification approach to mass communication research (Palmgreen, 1985) examines what people do with media. The audience is to varying degree active participants in media use, instead of purely inert or combative objects. The familiarity and effects of media rely, in part; on the purposes one is placing those media to and the fulfillment one is gaining from them.

According to Blumler and Katz (1974), Uses and Gratification approach proposes that media users perform an active role in selecting and using the media. Users pick an active role in the communication course and are objective focused on in their media usage. The philosophers say that a media user pursues out a media platform that best accomplishes the interests of the user. Uses and Gratification Theory assumes that the user has options to gratify their needs. This is equally relevant to

the NM use in Kenya where citizens of different backgrounds embrace the new media platform that pleases them.

Anaeto, Onabajo and Osifeso (2008) note that the rise of new media and computer-mediated technologies has revived the Uses and Gratification Theory and has equally provided a fresh wave of scholarship. Students are labeled as the main consumers of new media. Distinct from the old media that gave users inadequate options, the new media came up with various firsthand options and the theory assists to elucidate the user's requirements and the satisfactions attained (Gallion, 2010; Matei, 2010).

Katz, Blumler and Gurevitch founded the Uses and Gratifications Philosophy in 1974. However, according to Mcquail (2010), the philosophy could be traced from the early 1940s when the scholars started exploring reasons why people listen to common radio programs and why they read papers daily. Hence, the theory arose to answer the desires for clarification to why individuals use given media and the advantage they get from them. The elementary supposition of this theory is that individuals use media for various purposes and seek to obtain various fulfillments (Gallion, 2010; Wimmer & Dominick (2014), cited in Asemah, 2011).

New media users have the benefit and liberty to enthusiastically look for information and several messages that are of interests and significance to them. Li (2005) stated that individuals use new media to fulfill their needs which comprise of intellectual needs, emotional needs, private integrative needs, social integrative needs, tension relief needs, and medium petition needs. According to Asemah (2011), Gallion (2010), and Whiting and Williams (2013), people use new media for

communication, passing time, theatre, searching for and circulating information, socialization, individualism, tutelage, and surveillance.

According to Aisar, Mohd and Nur (2015), students use new media for communication, news sharing, research, expression of opinions, maintaining of an assembly, collaboration and building friendship. This shows that new media permits users to gratify and fulfill most of their wants that could not be probable in the conventional media. Therefore, the Uses and Gratification Theory is effective and significant to this research as most respondents stated that new media channels are used to communicate insecurity related matters hence satisfying and gratifying their needs. On the same note, giving preference to Facebook, WhatsApp and YouTube over other social networks validates the functionality of the Uses and Gratification Theory which offers users the autonomy to select the media daises they prefer to satisfy their desires. The theory thus proved to be a satisfactory theoretical background for the investigation due to its user oriented approach.

New media also come with some concealment factor in which users can easily adopt qualities and names that are inexistent hence it becomes simpler for them to perform what they wish to do with the media without revealing their true identity.

Uses and Gratification approach changes the stress on communication research from answering the questions ‘of what importance is media to the people?’ to ‘what do active media users do there?’ (Katz, 1979). In this study, the question on what active audience members do with the media is very important since majority of the youth in Kenya use NM as a site to air their views and rally other people to take part in the opinion sharing. In encouraging insecurity, youth normally use NM to indulge

their needs of having those who share the similar opinions contribute to talks that finally lead to insecurity.

The internet gives a fresh and deep field for discovering Uses and Gratification concept. According to Louis (2013), SNS provides private and internet mediums to learn the uses and gratification in posting social content, the connection between gratifications and self-absorption, and the impacts of age on this particular relationship and the gratification.

This theory claims that media does not do anything for anyone; relatively, people use media to do things. In other terms, the impact of media is dependent on what people let it to be. Media only give people that which they want. According to this theory, power lies with the individual consumer of media who uses the media continuously to gratify needs and interests. This theory is looks into the social and psychological roots of prerequisites that give rise to anticipations of the mass media or other origins which amount to distinct forms of media experience (or engagement in other activities), resulting in need gratification and other concerns, possibly the most intended ones.

Modern Uses and Gratification study reflects five concepts (Rubin, 1993): First, communication behaviors such as media use are practically objective-oriented or inspired. Such behavior is functional for people; it has consequences for people and social groups. New media creates a very strong impact on the youth as they try to consider what is seen. Consequently, they tend to get into the trap of immoral behaviors and find it hard to exit the obsession. Thus new media has a powerful influence in our contemporary society.

Secondly, individuals choose and use communication springs and messages to gratify felt needs or wishes. Media employ is way of meeting the wants or desires such as looking for information to minimize doubt or to unravel individual predicaments.

Thirdly, social and psychological aspects arbitrate communication conducts. Behavior is an answer to media only as filtered through an individual's social and psychosomatic situations such as the latent for relational relations, social sets, and personality.

Besides, media strive with other modes of communication for choice making, responsiveness, and use. These are certain relationships between media and interactive communication for fulfillment of needs and desires. Lastly, People are usually more influential than media in media-person associations.

2.4 Advantages and Applications of Uses and Gratification Theory to the Study

The major benefit of the Uses and Gratification Theory is its provision of insight to inspiration for using specific media content, which supplements the discoveries on the interaction between the new media and its subscribers. The theory is concerned with receivers' individual intentions, thus eliminating an old-fashioned idea about passive media beneficiaries all subjective to the media in the same way (Griffin, 2012).

The public features of NM provide simultaneously opportunity for the users to share thoughts, opinions and feelings amidst a bigger cluster of people. Additionally, some young people are highly inspired to share their feelings on NM than in person (Shouten, 2007), which may be of advantage to sidelined groups of youth (Cline, 2012).

New media give the youth chances for self-presentation, because they give them more sovereignty and power over the way they will present themselves (Shouten, 2007). An expression of happiness can as well be one of the gratifications when using media features, which is connected to an overall emotional state initiated by using a specific media (Katz, Gurevitch, Hass, 1973). The theoretical framework described was influential in guiding the study on the perceptions on new media influence on insecurity among the youth in Rongo Sub County, Migori County, Kenya.

2.5 Conceptual Framework

Conceptual framework is a description of phenomenon under study accompanied by a graphical or visual representation of the key components of the study (Mugenda, 2008). It is a scheme of concepts which the researcher operationalizes in order to achieve the set objectives. It is a systematic presentation of the theory. It is a diagrammatical exemplification that describes the correlation between dependent and independent variables (Bell, 2010). Therefore, it helps the researcher to consolidate their thoughts and finalize the study magnificently.

The theory is presented as a model where research variables and the relationships between them are converted into a graphical image to demonstrate the relationship between the independent, intervening and the dependent variables. This study was based on the concept of uses and gratification theory that states that “communication behavior is typically goal-directed or motivated. Such conduct is useful for people; it has consequences for people and societies”. This concept talks of behavior as being goal-directed. New media use has consequences for people and societies/communities.

The researcher measured the study variables majorly using ordinal measurement in a five item likert scale table ascribed with quantitative values to make the data amenable to analysis. Where, 1= strongly disagree, 2= disagree, 3= neutral, 4=agree and 5= strongly agree. The respondents were asked to react to multiple statements or questions referring to various indicators of each variable in the study. The first variable (IV); new media, was measured by the commonly used NM platform, reasons for the popularity of NM and the link between NM and insecurity. The second variable (DV); insecurity, was measured by violence, drug abuse and theft cases. The intervening variable include; availability of network, availability of bundles/finances and availability of technology. This has been illustrated in the figures 2.1

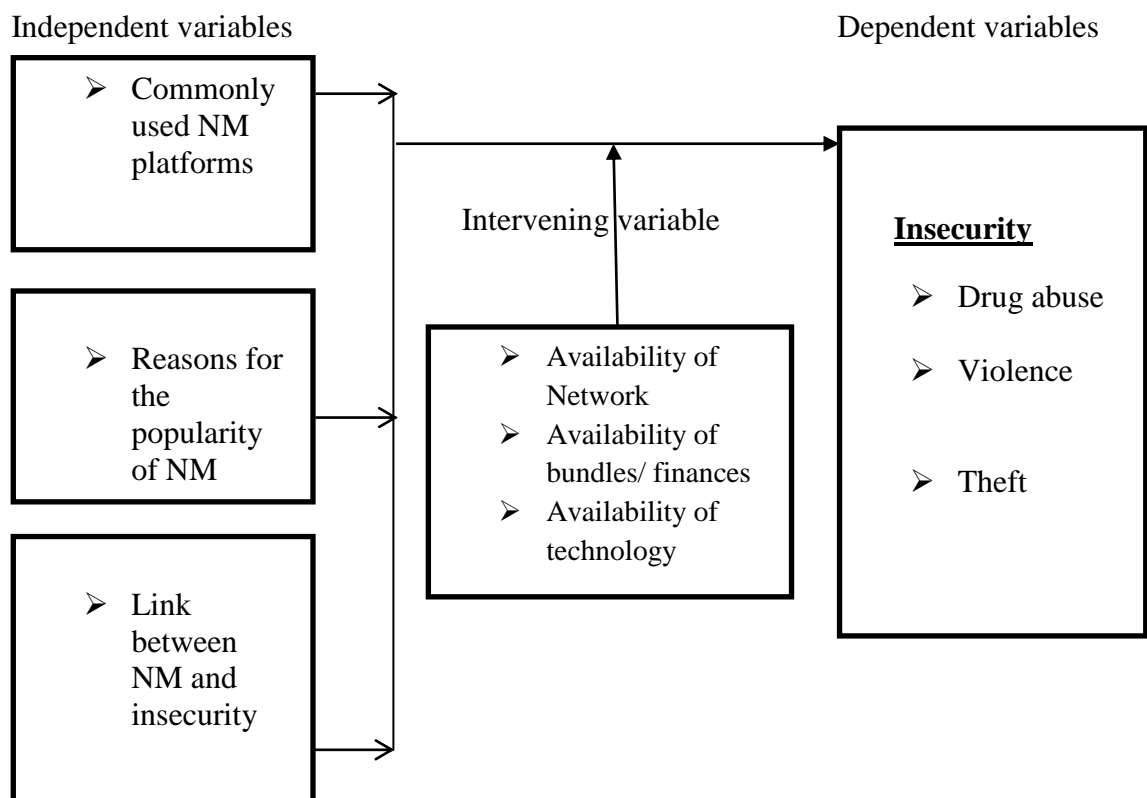


Fig 2. 1: Conceptual Framework for the Relationship between New Media and Insecurity

Source: Researcher, 2019.

2.6 Summary

In this chapter, relevant literatures have been reviewed discussing the research topic from global perspective, regional perspective and local perspective. Theoretical and conceptual frameworks have also been presented and discussed with variables presented. The researcher has also discussed the history of new media with a lot of focus on Facebook, WhatsApp and YouTube since these formed the independent variables of the study. Of importance is the insecurity which has also been explicitly discussed by looking at how Facebook, YouTube and WhatsApp play a major role in creating insecurity.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Overview

This chapter presents a discussion on the methodology, research design, sampling technique, sample size, target population, sampling method, study population, data collection instruments as well as their validity and reliability. The chapter ends by giving a discussion on the ethical considerations that were made during the study.

3.1 Research Approach

The study employed mixed research approach that involved the use of quantitative and qualitative approaches. Quantitatively, the study used survey while qualitatively; the study employed Key Informant Interviews. This mixed method was used because the researcher sought to investigate the issues of the perceptions of the youth on new media and insecurity in Rongo Sub County, seeking multiple perspectives, using various sources of data generation in a flexible and holistic way. Tashakkori and Teddlie (2003) declare that this approach is a “third methodological movement”. These scholars argue that quantitative, qualitative, and mixed-research methods are regarded as the first, second, and third movements respectively. Mixed-method, on its part, is the movement that resolves all the conflicts that might be between qualitative and quantitative methods. Creswell et al. (2003) see mixed research approach as a process that entails the use of both the qualitative and quantitative designs. Here, data collection concurrently occurs followed by an organized prioritization and integration at different stages of the research.

Mixed approach was applied in this study to help in the production of the numerically-scored data on the media-related reactions and behaviors of the youth

and determining how they use the NM to bring insecurity in Rongo Sub County. Thus mixed approach was a flexible approach to generate data on this study using sufficiently rigorous, trustworthy and ethical methods and techniques.

3.2 Research Design

Research design refers to a set of methods that the researchers use in the collection and analysis of their data. The design focuses on the variables that are used in the research. This, therefore, implies that the design assists in the measurements of the variables and gives a framework upon which the data collection and analysis is performed. The design, thus, enables the researcher to plan and organize the study so as to gather data that can adequately respond to the research problem and accomplish its objectives.

This thesis employed survey research design. The term survey refers to a type of study in which a representative sample is used on behalf of the entire target population. Survey research was ideal for this study since it sought to explain why phenomena occur and predict future occurrences in respect to tested variables besides allowing generalization of study results to the entire population from which a sample was selected. In this research, survey was used to get a sample population that would be engaged in the study. A sample had to be used because it would be practically impossible to engage the entire population in the study. A survey is used when the researcher is seeking general trend, manifestation, attitudes or relationships (Creswell, 2011). The survey was based on the principles of generalizability, reliability, objectivity, and representativeness. This shows that even if a small sample size was used, it had to be proportionate and representative of the entire

population. Qualitative survey was deemed appropriate because it helped in the collection of the desired sets of data within the shortest time possible.

Cohen *et al.*, (2000) argue in favor of survey because it can be of great significance in the determination of the detailed descriptions of the required data. The use of survey was, therefore, suitable because it enabled the researcher to justify the perceptions on NM on insecurity by youth in Rongo Sub County.

Morris & Wood (1991) found out that descriptive design is good for research and can be applied when researcher seeks to obtain a broader comprehension of the research process and context. These scholars argue that this type of research design can be effective in generating adequate responses for a research that entails the how? what? when? and why? queries. The use of this design was, hence, important because it helped in the generation of data on the current status of insecurity in Rongo Sub County with regard to the use of Facebook, YouTube and WhatsApp by the youth.

The survey research design was used in this research because of the nature of population size and sample size that took part in the study. The sample size which was 92 youth was relatively big and could only be accomplished using survey design. The researcher used this design because it was quick and easy to connect to research questions and it enabled the researcher to study multiple outcomes and exposure. The researcher was interested in variations which could only be achieved using survey research design in respect to a group of people (youth). Using survey design, data collection was carried out by using structured interviews and questionnaires. Whereas questionnaires were administered to the youth, the interview was used to collect data from the Director of Criminal Investigation Department (DCIO).

3.3 Study Area

The study was conducted in Rongo Sub County in Migori County. The reason for choosing Rongo Sub County was because of the perceived insecurity majorly caused by the youth.

Migori County is a county that is located in western Kenya. It is found in Nyanza Region (formerly Nyanza Province). The county whose main economic activities are small scale gold and copper mining, manufacturing, fishing, and agriculture, borders Lake Victoria to the west, Tanzania to the south west, Narok to the East, Kisii to the East, and Homabay to the North. The county's altitude ranges from 1140 m at the shores of Lake Victoria in Nyatike Sub-county to 4625 m in Uriri Sub-county. Although the county has some stretches of flat land, most of it is covered by the undulating hills. Mining takes place in the county because it has small deposits of gold in places like Uriri, Kuria, Nyatike, and Rongo sub counties.

Rongo is a sub-county within the larger Migori County. It has a population of 48,242 males, and 52,305 females. This translates to 100, 547 people in Rongo Sub-county (KPHC, 2009). The total population of 12,350 stays in town. The main economic status in Rongo Sub County is business and farming.

Administrative and political units of Rongo Sub County

Rongo Sub County has two divisions, seven locations and twenty-two sub-locations as shown in table 3.1.

Table 3. 1: Administrative Units

Divisions	Locations	Sub-locations
2	7	22

Source: Sub-County Commissioner's Office, Rongo ,2019.

Rongo Sub County is also located along the highway connecting Kisii and Migori towns, so it has high population and robust business activities. Rongo Sub County is also near the Tanzania border. Because of these reasons, the researcher felt that Rongo Sub County was very appropriate for the study.

3.4 Target Population

Target population is the total number of subjects that the researcher intends to study. Just like any other study, this research had a target population. Its target population comprised of the youth. The target population was 615 registered youth with a sample size of 92 youth because the sample size could easily allow the researcher to access the youth. Secondly, statistics show that the youth use new media more than any other age group in society; thirdly youth engage in criminal activities that lead to insecurity more than any other age group.

3.5 Sample Size

In research studies, a sample is a small size that is used as a representation of the entire population. According to Cresswell (2003), sample size is recommended in research because it is not possible to engage the entire population in a study. In this regard, when conducting research, the researcher selected a small sample size and used it to represent the entire population. According to Rongo Sub County Social Development department, as at August 2018, the total number of registered youth groups was twenty-two (22). Each group had members who were officially registered. See table 3.2.

Table 3. 2: Registered Youth Groups in Rongo Sub County as at August 2018

Name of the group	Population	Date of registration
1. Tomiko youth group	15	17/03/2015
2. Koyar youth group	24	19/06/2013
3. Kakiri youth group	15	26/04/2015
4. Social and Time youth group	36	08/07/2016
5. Achogo youth group	32	07/03/2015
6. Global fishers of men youth group	42	17/08/2016
7. Depay youth group	30	20/09/2013
8. Tumechezwa youth group	15	09/07/2015
9. Kanyodero youth group	45	26/12/2016
10. Great minds development Y.G	30	15/04/2015
11. Misadhe youth group	15	14/11/2017
12. Kouma youth group	10	17/02/2016
13. Rising stars youth group	32	24/10/2014
14. Wich kwanyo youth group	40	24/10/2013
15. Kanangondo youth group	35	20/10/2017
16. Kanguru youth group	15	18/05/2015
17. Umoja ni Nguvu youth group	35	01/11/2017
18. Kosodo Network Youth group	45	01/03/2017
19. Banda South Farmers youth group	42	08/04/2018
20. Winyo transporters youth	15	11/01/2017

group		
21. Inspiring Queens youth groups	32	02/08/2017
22. Zebra Star youth group	15	18/03/2017
Total	615	

Source: Rongo Social Development, 2019.

To get the sample size, the researcher purposively selected Tomiko youth group which had fifteen (15) registered members, Koyar Youth group with twenty-four (24) registered members, Kakiri Youth group with fifteen (15) registered members, Social and Time Youth group with thirty-six (36) registered members and Inspiring Queens Youth group with thirty-two (32) registered members. The selection of the groups was based on gender balance since Inspiring Queens Youth group is for women. The researcher was also guided by the ease of accessibility of the groups. The members of Tomiko, Koyar, Kakiri and Social and Times youth groups were available. The selected groups had a population of 122 registered members as shown in table 3.3 below. This translated to 19.84 % of the total population which was 615.

Table 3.3: Five Selected Youth Groups

Name of the group	Population	Date of Registration
Tomiko YG	15	17/03/2015
Koyar YG	24	19/06/2013
Kakiri YG	15	26/04/2015
Social and Time	36	08/07/2016
Inspiring Queens	32	02/08/2017
Total	122	

Source: Researcher, 2019

Using Robert V. Krejcie and Daryle W. Morgan table below, when N is 122, the sample size (S) becomes 92, where N is the population size and S is the sample size.

The sample size (S) consisted of both men and women who were between the age of 20- 50. This is because majority of the youth falls under this age bracket.

Table 3. 4: Krejcie and Morgan Formula

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Table for Determining Sample Size from A Given Population

Alternatively, to get the sample size for the research, the researcher used Krejcie and Morgan formula. Using Krejcie and Morgan's (1970) formula for determining needed sample size when the population size is known;

$$\text{Size} = \frac{X^2 NP(1-P)}{N + d^2(N-1) + X^2 p(1-p)}$$

Where X= the value for the desired confidence level (1.96)

N= population size (122)

p= population proportion (assumed to be 0.50)

d= the degree of accuracy (as expressed as a proportion, 0.05)

$$\begin{aligned} \text{Sample size (S)} &= \frac{1.96^2 \times 122 \times 0.5(1-0.5)}{0.05^2 (122-1) + 1.96^2 \times 0.5(1-0.5)} \\ &= \frac{117.1688}{0.3025 + 0.9604} \\ &= \frac{117.1688}{1.2629} = 92.78 \end{aligned}$$

To get the number of respondents from each group,

$$S/N \times 100\%$$

$$= 92/122 \times 100$$

$$= 75/100$$

$$\text{Group 1} = 75/100 \times 15 = 11.25,$$

$$\text{Group 2} = 75/100 \times 24 = 18,$$

$$\text{Group 3} = 75/100 \times 15 = 11.25,$$

$$\text{Group 4} = 75/100 \times 36 = 27,$$

$$\text{Group 5} = 75/100 \times 32 = 24$$

$$\text{Total} = 11.25 + 18 + 11.25 + 27 + 24 = 91.50 \approx 92$$

3.5.1 Sampling Techniques

Sampling is defined as the way through which the participants are chosen and accessed (Mason, 2002). In this research, purposive sampling technique was used because helped the researcher to select the respondents, hence, saving time and money. One senior police officer in the department of Criminal Investigation was purposively selected and interviewed while the questionnaires were randomly distributed to 92 respondents.

The research only used a sample size drawn from the youthful population from Rongo Sub County. The rationale behind this decision was that only youth had been identified as the target population for this particular research. Its use, therefore, enabled the researcher to collect reliable data whose findings responded to the research problem. The researcher used purposive sampling to select five registered youth groups as a representative of the 22 registered groups. The purposively selected groups comprised of both men and women and the researcher believes that it fairly represented the youth groups.

Purposive sampling is a sampling technique in which the researchers get data from cases which contain the required information as long as it can help in achieving the research objectives (Teddlie, 2007). In purposive sampling technique, the researcher is free to use his judgment in order to choose the sample size to use in the research. In this scenario, the participants are picked and given an opportunity to take part in the research (Tongco, 2007). This was the procedure that was applied when

selecting the sample size to use as a representative of the target population-the youth.

3.6 Data collection and Research Instruments

Data collection is one of the most significant stages in research. These are the individual data collection techniques applied within the method. In this research, the researcher focused on the data pertaining to the respondents' attitudes, feelings, perceptions, opinions, and views. The researcher employed the use of interviews and questionnaires as the most preferred data-collection instruments.

Using purposive sampling, the researcher used structured questionnaires and key informants interview schedule to collect both qualitative and quantitative data for the study. Refer to appendix 1. Structured questionnaires were administered to 92 respondents. The questionnaires were preferred since the study primarily used mixed method besides being able to be anonymously answered by respondents and allowing the researcher to ask wide range of questions. The design and development of the questionnaire and interview schedule was done in line with the predetermined research objectives.

3.6.1 Questionnaires

“Survey data are usually obtained by means of a questionnaire, a series of pre-determined questions that can be either self-administered by mail, or asked interviews. When the questionnaire is to be administered in an interview, it is often called an interview schedule. The use of questionnaire in research is based on one basic underlying assumption: that the respondents will be both willing and able to give truthful answers” (Burns, 2000).

The questionnaires that were developed by the researcher had closed ended questions. Refer to appendix 1. The questionnaires were administered to 92 respondents during their group meetings. Each of the respondents was given adequate time to go through the questionnaire so as to have a proper understanding of the questions. Once this was done, the respondents had to respond to the questions by filling-up the questionnaires. The questionnaires were based on the section which provided information based on the objectives thematic areas only. The main reason why the researcher used questionnaires was because the study involved the collection of data on the respondents' feelings, perceptions, opinions, and views on insecurity in Rongo Sub County. Such information was best collected through questionnaires.

3.6.2 Key Informant Interview

Key Informants were used to generate qualitative data that would corroborate the findings of the survey ideas received from key informants in the interviews supported by the evidence in the survey which was predominantly that social media networks are exploited by the youth for criminal activities.

“Conversation is a basic mode of human interaction. Human beings talk to each other... through conversations we get to know other people, get to learn about their experiences, feelings, and hopes and the world they live in” (Kvale, 1996). Data collection had to be individualized because information obtained was to reflect the views and opinion of each respondent. The study had to rely on key-informant interviews because it enabled the researcher to collect data from the respondents who had in-depth knowledge on the research topic and would provide resourceful information to be used to respond to the research problem (Kumar, 1989). This interview was, therefore, intended to gather information from the person who was an

expert in the security related issues and this was Criminal Investigation Officer (CIO), Officer in Charge of the Station (OCS), and Officer in Charge of the Police Division (OCPD) or the Deputy Administration Police Commandant (DAPC). The researcher settled on one person who was Rongo Sub County Criminal Investigation Officer-CID on 1st November, 2018 from 3:30 PM. This decision was guided by the fact that the Criminal Investigation Department (CID) normally does a lot of investigation when it comes to security- related matters.

Key informant interviews can be done using the telephone interviews or face-to-face interviews. Although the researcher had a freedom to use any of these methods, he settled on face-to-face interview because it was more efficient than the use of telephone. It enabled the researcher to engage in a lengthy interview session that, of course, gave room for collecting comprehensive data from the individual respondents.

Saunders, Lewis and Thornhill (2007), define interview as a process through which the researcher engages in a purposeful discussion with the respondents. They express that interviews can be effective in the collection of reliable and valid data that can be of great contribution in responding to the research objectives. These researchers recommend interviews because of their in-depth and comprehensiveness. With this in mind, it is important to acknowledge that this research study used interview guides to collect data from one respondent who is the Criminal Investigation Officer (CID) Rongo Sub County. Being a member of the security team, he had firsthand information on insecurity related issues in Rongo Sub County. The researcher relied on the interview guide as it provided qualitative information on the study objectives. The interview guide consisted of semi-

structured questions based on study objectives in which the feedbacks given were both audio recorded and written down accordingly.

For this study, key informants interview was used because of the need to obtain deeper exploration of responses from the individual respondents whose responses were used to probe the subject and generate comprehensive data on different aspects of the study (Richards, 2003). Key informant interview was preferable in this research because of its flexibility in the study. Key informant interviewed also allowed the interviewee to actively-participate in the discussion. The interview allowed active involvement of the researcher and the interviewee in communicating the sense-making processes through which they interpret their own experiences.

3.6.3 Validity of Instruments

Validity refers to the meaningfulness and accuracy of the inferences that are used in a research (Orodho, 2005).

Streiner and Norman (2006), in their studies, reported that validity refers to a process of determining the extent to which the research components give a reflection of the research's variables, concept, and theory. When conducting any research, the researcher should ensure that all the instruments used are valid. The acceptability of the validity is dependent on the researchers' professionalism, experiences, and levels of logical reasoning. This research involved the use of valid instruments.

The researcher ensured that there was validity because the researcher held a discussion with the instructor before coming into a conclusion. The researcher also took time to note down the circumstances of the discussion and scrutinized all the responses that the participants gave so as to ascertain if they aligned with the

research objectives or not. Through this, the researcher managed to ensure that the study was valid.

3.6.4 Reliability of the Instruments

Reliability is a terminology used in research to refer to consistency. When conducting research, the data analysis and collection instruments should be as reliable as possible (Cohen *et al*, 2000). Kothari and Pal (1993); Gay (1987) and Amin (2005), in their studies, argue that a reliable instrument is capable of producing similar results if used to measure objects multiple times. Polit and Hungler (2004) found out that reliability helps in the determination of the extent to which the instrument consistently measures different attributes in a research. This research was intended to be as reliable as possible. To achieve this, the researcher sought to use unambiguous and high quality research questions that were subject to a piloting and pre-testing process.

Grey (2004) holds the view that unambiguous questions tend to be so reliable. These questions also align with the Cronbach's Alpha reliability index rating scale. This research was reliable because its Cronbach's reliability index scale was at 0.5. That shows that it met the minimum threshold for reliability. The researcher achieved this through the use of different strategies. First, the researcher designed simple and clear questions. The language used was not complex, but simple and easy to understand. Besides, the researcher used clear instructions that the respondents would not struggle to make out. Moreover, the researcher availed side notes to all the respondents to use. This was intended to enable the respondents to have a deeper understanding of all the requirements and make it easy for them to give appropriate responses to each of the queries. Lastly, the researcher obtained reliability through

the use of an interactive approach. The researcher used his interactive skills to engage the respondents and ask them adequate questions on the research topic.

The research involved the use of pilot study. Pilot study is a preliminary study that is carried out before the actual study (Kothari, 2004). Pilot study was conducted by administering questionnaires to five (5) youth in Rongo Sub County. Participants in the pilot test were chosen because according to Gay, et al (2008), though they did not participate in the study, they had similar behavior to the intended participants and were considered thoughtful and critical. Questionnaires were self-administered to participants and interpretation of the response alternatives and queries were carried out to form items that bore the same meaning but were not identical. Order of response alternatives was similarly changed for questions with normal scale to assess the validity and reliability. Meanwhile, respondents' choices were evaluated for appropriateness.

During the piloting process, various activities were carried out. Most importantly, the researcher allowed each of the participants to go through the question and give comments on what they felt needed an improvement or adjustments. The respondents were free to give comments regarding the reworking of the interview and questionnaire. Apart from this, the researcher took time to go through all the questions to verify if there was anything that needed to be changed or rectified. The other activity that was done during piloting was that the researcher monitored time and noted down the average time that each respondent would require responding to the queries.

3.7 Data Analysis

The researcher dealt with the organization, interpretation and presentation of collected data. Data analysis is a postulate of how the data will be analyzed.

Qualitative data was generated from different sources that include the interviews, observations, and questionnaires. Each of these data had to be analyzed so as to make it comprehensible and conclusive. Therefore, since the research involved the use of mixed methods, thematic analysis was settled on as the most appropriate data analysis method. Thematic analysis is a process in which data from different sources are analyzed in order to generate relevant themes from that data. For this to be achieved, the researcher had to follow the right procedure. The process began by the transcription of all the non-written data and converting them into a written form. This was followed by the development of a list of all the possible themes. The researcher then did the grouping of raw data into different categories depending on the respective themes in which they belong. Once all these were done, what followed was the coding of the data. Coding was done by using the selective, axial, and open coding. This process was carried out by applying inductive approach.

3.7.1 Data Transcription

Transcription is a process of converting data to a written form from non-written status (verbal). Transcription is a popular process in research activities which involves the use of verbal or audio data. Transcription had to be used in this study because it involved the use of verbal data. This included transcribing information from interviews, and from documents (questionnaires). The researcher transcribed all the data on his own-without relying on the support of an interpreter or research assistant. The involvement of the researcher in transcription was a good idea because it enabled him to have a personal touch and direct interaction with the data, hence, getting adequate grasp of the data.

At this stage, the researcher ensured that transcription captured “everything”, that is, all the utterances (including fillers, repetitions etc. such as: you know, well, yeah. I

mean etc.). Data from each participant, during each session were labeled appropriately and filed separately. The researcher ensured that transcription captured everything, which included all the utterances as recorded. Data that had been recorded during the interviews were transcribed as illustrated in frame 4.1. The researcher transcribed the interviews as data generation process continued. All utterances were recorded. All the audio messages were converted into a written form. Due to space constraints, the researcher only included one interviewee. The name of the interviewee remains pseudonym and indicated as officer for purposes of ethical principles of anonymity.

3.7.2 Re-familiarization with the Data

Re-familiarization is an important process that all the researchers need to undertake. The researcher re-familiarized with the data by reading each of the transcripts. After transcription of the interview, the researcher engaged in re-familiarization process with the data. At this stage, the researcher engaged in reading each transcript to get a rough idea of exactly what the research data was all about. Through this, the researcher got to know what the data revealed about the research. That is how the researcher got to know about the data and began to formulate his interpretation. The data was edited at this stage removing repetitions, fillers, cues and stutters. These included words and phrases like yeah, eeh, ya, nini, mmm, e.t.c. The researcher only included the second and the last page at this point due to space constraint. As shown in frame 4.2

3.7.3 Data Coding.

After the re-familiarizing with the data, coding was done. Coding is a research activity that entails the organization of the collected data. Coding was done by transforming the raw data into conceptual themes ready for a proper analysis. The

researcher organized the raw data into conceptual categories and created themes or concepts, which were then used to analyze the data. Refer to frame 4.3 and frame 4.4. Coding is an elaborate process that is done by the review of the transcribed data by issuing them with specific names that can give them unique labels. Coding helped in the organization, compiling, separation, and labeling of data.

Coding was used in this research. It entailed the extraction and labeling of the data in such a way that could be easily grouped, retrieved or transcribed. For this particular research, coding is a term that is used to refer to the kinds of labels that the researcher gave to individual groups of data that had been gathered from the respondents. Category, on the other hand, refers to the collection or grouping of different codes used in the study.

3.7.4 First Phase Coding (Open Coding)

Open coding is the stage of coding in which the researcher identifies and discovers the concepts alongside their respective dimensions and properties. During the first phase coding, the researcher started by working with a new Microsoft Word (MS) files, copied from the cleaned transcripts. The researcher then went through each transcript (file), highlighting chunks that he felt about in relation to the study and grouped them into different themes and codes as shown in frame 4.3.

3.7.5 Second Phase (Axial) Coding

At this stage, the researcher handled the codes and then grouped them together based on their similarity. The grouping was done cautiously so as not to cause any unnecessary repetition and overlapping of the codes. After this, the researcher merged the codes through promotion and demotion as illustrated in Frame 4.5.

3.8 Ethical Considerations

This chapter deals with the main ethical considerations that a researcher dealing with human participants needs to consider. According to the Economic and Social Research Council, ethics is defined as the moral principles which regulate research activities right from conception to the eventual publication of research findings (ESRC, 2005). During this study, the researcher had to comply with the applicable ethical standards.

The researcher got the authorizations from the relevant bodies. The researcher obtained authority from the Board of Postgraduate studies; the National Commission for Science, Technology and Innovation (NACOSTI). The researcher also obtained authority letters from Migori County Commissioner's office and Migori County Director of Education's office. Furthermore, the researcher observed guidelines of informed consent from the respondents through self and study introduction and asking respondents for voluntary participation. The other ethical standard that the researcher adhered to is the issue of the respondents' confidentiality and autonomy. The research was only done by the respondents who had expressed their agreement to take part in it. Everyone was free to participate or refrain from doing so. That had to be done because the research was voluntary. Lastly, the researcher applied the ethical principle of confidentiality. All the information that the respondents gave was treated as confidential, used for research alone, and not revealed to any third parties without the consent of the individual participants.

3.9 Summary

In this chapter, research approach and design have been discussed. The researcher used mixed research approach and survey research design. Study area has also been discussed as covering Rongo Sub County in Migori County. The chapter has also

discussed the target population which was 615 youth with a sample size of 92 youth. Sampling techniques have also been discussed. Data collection techniques used by the researcher have also been presented. The researcher used questionnaires and key informant interviews. The chapter has ended with a discussion on ethical considerations that guided the researcher.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0 Overview

This chapter contains the finding that the study generated. The researcher presents the findings the study according to the research objectives that were: to investigate the commonly used new media platforms by youth in Rongo Sub County, to find out why these new media platforms are common among the youth in Rongo Sub County and to establish whether the use of these new media platforms by youth can be linked to criminal activities in the Rongo Sub County. The chapter also presents the analysis of data which includes data transcription and data coding.

4.1 Data Presentation and Interpretation

4.1.1 The Commonly Used New Media Platforms

New media are generally used by the youth who are in this thesis described as folk devils (Cohen, 1972) to spread rumors, send threatening messages to other people and send incitement messages to other people. New media is therefore viewed as a constituent part of insecurity (Schleisinger & Tumber, 1994). Insecurity has become less easy to sustain because of the explosion of new media (Boethius, 1994).

Ninety-two (92) respondents agreed that they are aware of Facebook as a channel of communication and that they have used Facebook to communicate with their friends. This translates to 100%. They also agreed that they have friends who use Facebook. On frequency of use, seventy-two (72) respondents agreed that they use Facebook daily. This translates to 78.26% of the total respondents. Only nineteen (19) respondents said that they use Facebook once a week translating to 20.65% and one (1) respondent said he/she uses Facebook once a month translating to 01.09%.

Some users in Rongo Sub County prefer Facebook to WhatsApp or YouTube. Those who use Facebook use it because of the option ‘comment’ or ‘like’ which might not be found in others.

This clearly demonstrates that Facebook is a common medium of communication. See tables 4.1 and 4.2.

Table 4. 1: Frequency of Facebook Use

Frequency	Daily	Once a week	Once a month	Total
Agree	72	19	01	92
Neutral	0	0	0	0
Disagree	0	0	0	0

Source: Researcher, 2019

Table 4. 2: Percentage Frequency of Facebook Use

Respondents	Frequency	Percentage %
Daily	72	78.26
Once a week	19	20.65
Once a month	1	01.09
Total	92	100%

Source: Researcher, 2019

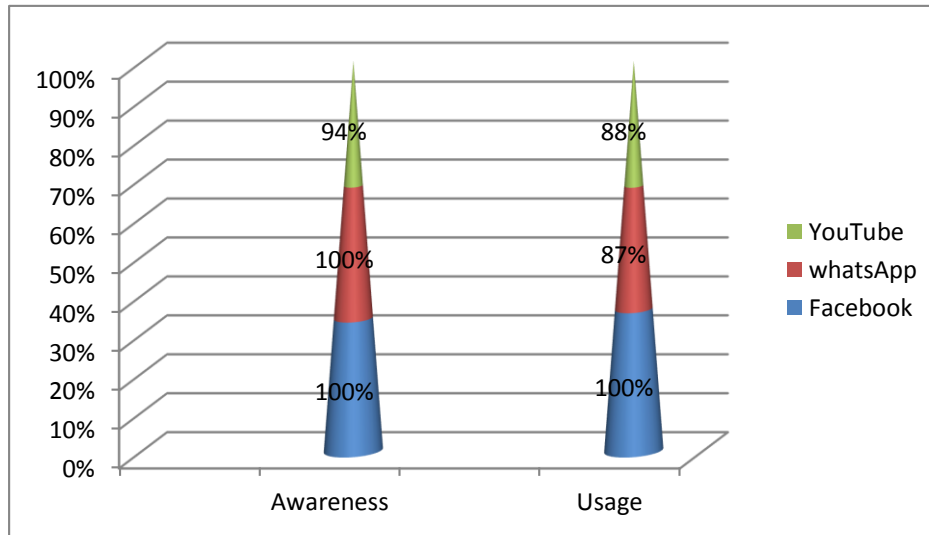


Fig 4. 1: Frequency of Facebook Use

Source: Researcher, 2019

All the respondents agreed that they were aware of WhatsApp as a new media channel of communication. They also agreed that they have WhatsApp accounts. On frequency of using it as a channel to communicate with other people, eighty (80) of the total respondents agreed that they use WhatsApp on daily basis to communicate with their friends. This translates to 86.96%. Only eleven (11) respondents said that they only use WhatsApp once a week translating to 11.96% and only one (1) respondent said that she/he uses this channel once a month translating to 01.09%. According to Bhattt and Arshard (2016), WhatsApp is very popular among the youth. It helps to keep contact to everybody at one point. WhatsApp is a novel technology that has made tremendous contributions because it helps in facilitating communication and interaction by the users (WhatsApp Inc., 2016). See the table 4.3

Table 4. 3: Frequency of Use of WhatsApp

Respondents	Frequency	Percentage %
Daily	80	86.96
Once a week	11	11.96
Once a month	01	01.09
Total	92	100

Source: Researcher, 2019

Even though YouTube has not been a favorite channel of communication, some people use it to communicate with others through videos. See the table 4.4

Table 4. 4: Frequency of Usage of YouTube

Respondents	Frequency	Percentage %
Daily	30	30.61
Once a week	28	30.43
Once a month	23	25
Total	81	100

Source: Researcher, 2019

Eleven (11) of the total respondents pointed out that, to them, they do not use YouTube at all. This translates to 11. 96%.

Overall, based on the daily usage of the three new media platforms, WhatsApp still remains a favorite channel of communication followed by Facebook and lastly YouTube as indicated in table 4.5.

Table 4.5: Findings on the Use of NM

Respondents	Daily use	Percentage %
Facebook	72	78.26%
WhatsApp	80	86.96%
YouTube	30	30.61%

Source: Researcher, 2019

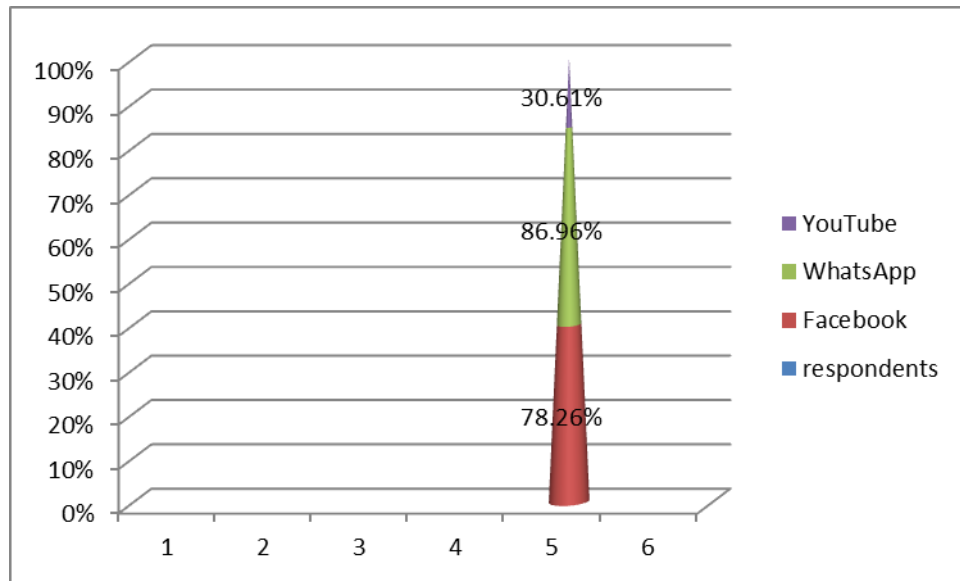


Fig 4. 2: Use of New Media

Source: Researcher, 2019

4.1.2 Why the NM Platforms are Common Among the Youth

The second objective in this study sought to find out why these platforms are common among the youth in Rongo Sub County. Analysis and interpretation collected through key informant interview, and questionnaires revealed that youth in Rongo Sub County use new media to fuel and execute insecurity especially by using Facebook, internet and WhatsApp to: spread rumors, send threatening messages to other people, and send incitement messages to other people and to organize theft activities, terrorism and robbery. This marries with Bhatt and Arshad (2016) who note that NM is significant as it assists people to communicate with the members of

the family as well as friends regardless of their geographical location. Ensour (2015) also found out that YouTube attracts a large number of youth in Jordan, Saudi Arabia because of many reasons. Such reasons, according to this researcher, are affordability, flexibility, and convenience.

4.1.3 The Link between New Media Use and Insecurity

As one of the new media channels of communication, the researcher noted that Facebook plays a key role in sending messages that lead to violence. Forty-two (42) respondents translating to 45.65% agreed that Facebook as a NM platform is used to promote violence. Thirty-three (33) strongly agreed that Facebook is at the center in promoting violence. Only seven (7) respondents disagreed, four (4) strongly disagreed and six (6) of the total ninety-two (92) respondents were neutral. The researcher therefore made a conclusion that Facebook must be blamed for being responsible for the promotion of violence in the town leading to insecurity.

Summary

$$1+2+3=7+4+6$$

$$=17 (18.48\%)$$

$$4+5= 42+33$$

$$=75 (81.52\%)$$

Facebook has also been at the center stage in promoting drug abuse. This concurs with Eiss (2014) who notes that new media are used to pass messages about drug, something he refers to as “narcomedia”. The “narcomessages” are handwritten signs the drug traffickers produce for transmission in the digital platforms like YouTube. Asemahand (2013) has also concurred with other researchers that Facebook is the

number one NM that greatly contributes to the cases of insecurity as compared to any other social media. Kamp (2016) says that new media has become the new platform for civic activism. Youth therefore use Facebook to send messages to their intended groups. As the table illustrates, majority of the respondents (55.43%) concur that, indeed, Facebook is used to promote drug abuse. 29.35 % of the total respondents strongly agreed that Facebook is used to promote drug abuse. However, a small proportion of the respondents disagreed that Facebook does not play any role in promoting drug abuse while 03.26% of the respondents were neutral.

Summary

$$1+2+3= 5+6+3$$

$$=14 (15.22\%)$$

$$4+5= 51+27$$

$$= 78 (84.78\%)$$

Facebook is also used to promote theft cases. Shareen and Tariq (2018) concur with this notion by stating that Facebook has been a platform for theft, as it provides new and creative ways to criminals and fraudsters to perform their crimes. This includes fraud with bank account and credit cards (Stroup, 2017). Fifty-one (51) respondents agreed that as a new media platform, it is used to promote theft cases. This translates to 55.43%, seventeen (17) strongly agreed translating to 18.48%. However, a small percentage disagreed. Antisocial behaviors have become common among youth as a result of wider accessibility of NM networks (Hammer, Koinijin & Keijer, 2014). See table 4.6

Summary

$$1+2+3= 9+8+7$$

$$=24 (26.09\%)$$

$$4+5= 51+17$$

$$= 68 (73.91\%)$$

Table 4.6: Facebook and Insecurity

	1	2	3	4	5	Total
violence	7 (7.61%)	4 (4.35%)	6 (6.52%)	42(45.65%)	33(35.87%)	92
Drug abuse	5 (5.43%)	6 (6.52%)	3 (3.26%)	51(55.43%)	27(29.35%)	92
theft	9 (9.78%)	8 (8.70%)	7 (7.61%)	51(55.43%)	17(18.48%)	92

Source: Researcher, 2019

1= strongly disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= strongly agree.

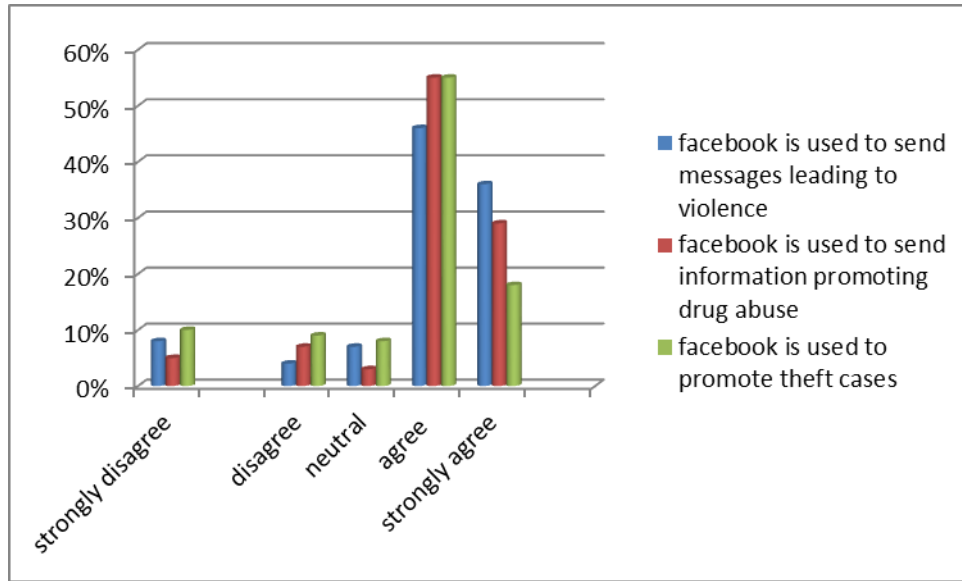


Fig 4. 3: Facebook Use on Insecurity

Source: Researcher, 2019

On violence, fifty-one (51) respondents agreed that WhatsApp plays a major role in fueling violence leading to insecurity. Thirty-two (32) respondents also strongly agreed. Only seven (7) respondents disagreed that violence and WhatsApp have no connection, that is, WhatsApp messages cannot promote or fuel violence.

Summary

$$1+2+3= 3+4+2$$

$$= 9 (09.78\%)$$

$$4+5= 51+32$$

$$= 83 (90.22\%)$$

The researcher therefore concluded that WhatsApp is used to fuel violence leading to insecurity. As a NM platform, it is also used to provide information about drug abuse. Fifty-two (52) of the respondents agreed that it is a channel that plays a key role in promoting drug abuse. Thirty (30) respondents also strongly agreed.

However, only four (4) respondents disagreed while six (6) others were neutral. In his research, Kirsh (2011) reported that the violent content that is disseminated in the NM has a negative impact on the behavior of individuals. The same conclusion was made by Steven (2010): Huesmann and Tylor (2006) who had also taken their time to study about the effects of social media on the behavior of the users. These findings suggest that violence in NM like WhatsApp have negative impacts on the behaviors of the individual users. Ainan (2013) in his study also notes that NM has evolved with time. In Syria, it was used on every side of the conflict to inform and misinform the public. According to O’Neil (2013), the role of NM has become so evident that it has been defined as the first ‘New Media war).

Summary

$$1+2+3= 6+4$$

$$= 10 (10.87\%)$$

$$4+5= 52+30$$

$$= 82 (89.13\%)$$

On theft cases, majority of the respondents concurred that WhatsApp is at the center stage in promoting. Fifty-four (54) agreed, twenty-two (22) strongly agreed, five (5) strongly disagreed, five (5) disagreed while six (6) were neutral.

Summary

$$1+2+3= 5+5+6$$

$$= 16 (17.39\%)$$

$$4+5= 54+22$$

$$= 76 (82.61\%)$$

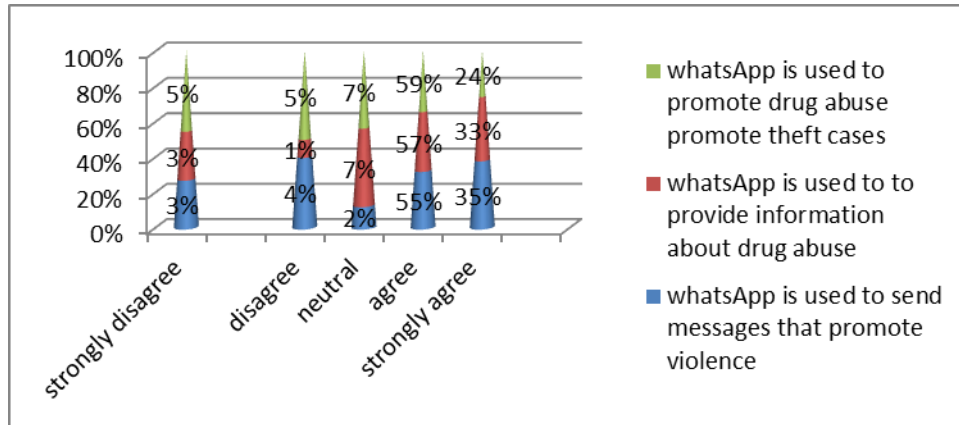


Fig 4. 4: Usage of WhatsApp on Insecurity

Source: Researcher, 2019

Table 4. 7: Findings on WhatsApp on Insecurity

	1	2	3	4	5	Total
Violence	3(3.26%)	4(4.35%)	2(2.17%)	51(55.43%)	32(34.78%)	92
Drug abuse	3(3.26%)	1(1.09%)	6(6.52%)	52(56.52%)	30(32.61%)	92
Theft	5(5.43%)	5(5.43%)	6(6.52%)	54(58.70%)	22(23.91%)	92

Source: Researcher, 2019

Of the eleven (11) respondents who said that, to them, they do not use YouTube, some of them agreed that YouTube is a source of violence, drug abuse and theft cases. On violence, forty-two (42) respondents agreed that it is a channel that is used by many to propagate violence. This translates to 45.65% of the total respondents. This marries with the notion by Kirsh (2011) who observed that violence communicated through new media has negative impact on the conducts of the users. YouTube according to Alakali, Adekelo, Sambe & Tarnongo (2013) is used by

Boko-haram to regularly relay messages of attacks in Nigeria and to organize their attacks. Facebook and YouTube have encouraged and created room for the users to come together while ignoring social, economic and political factors that led to mass unrest. Eighteen (18) also strongly agreed that it is a platform for sharing information leading to violence translating to 19.56%. Chen, Ho and Lwin (2016) also agree with the assertion that YouTube promotes insecurity when they say that the use of NM had been responsible for the rise in the cases of violence and cyber bullying by the youthful population. Twelve (12) responded by disagreeing that YouTube cannot be used to promote violence while nine (9) were neutral.

Summary

$$1+2+3= 8+12+9$$

$$= 29 (31.52\%)$$

$$4+5= 42+18$$

$$= 60 (65.22\%)$$

On drug abuse, sixty-eight (68) respondents agreed that YouTube has been very central in promoting drug abuse. A small percentage of the respondents disagreed.

Summary

$$1+2+3= 9+6+6$$

$$= 21 (22.83\%)$$

$$4+5= 46+22$$

$$= 68 (73.91\%)$$

YouTube is also used to promote theft cases. A majority of the respondents agreed that it is used as a channel of communication to promote theft cases.

Summary

$$1+2+3= 10+14+5$$

$$= 29 (31.52\%)$$

$$4+5= 42 + 18$$

$$= 60 (65.22\%)$$

Table 4.8: YouTube on Insecurity

Insecurity	1	2	3	4	5	Total
Violence	8(8.70%)	12(13.04%)	9(9.78%)	42(45.65%)	18(19.56%)	89(96.73%)
Drug abuse	9(9.78%)	6(6.52%)	6(6.52%)	46(50%)	22(23.91%)	89(96.73%)
Theft	10(10.87 %)	14(15.22%)	5(5.43%)	42(45.65%)	18(19.56%)	89(96.73%)

Source: Researcher, 2019

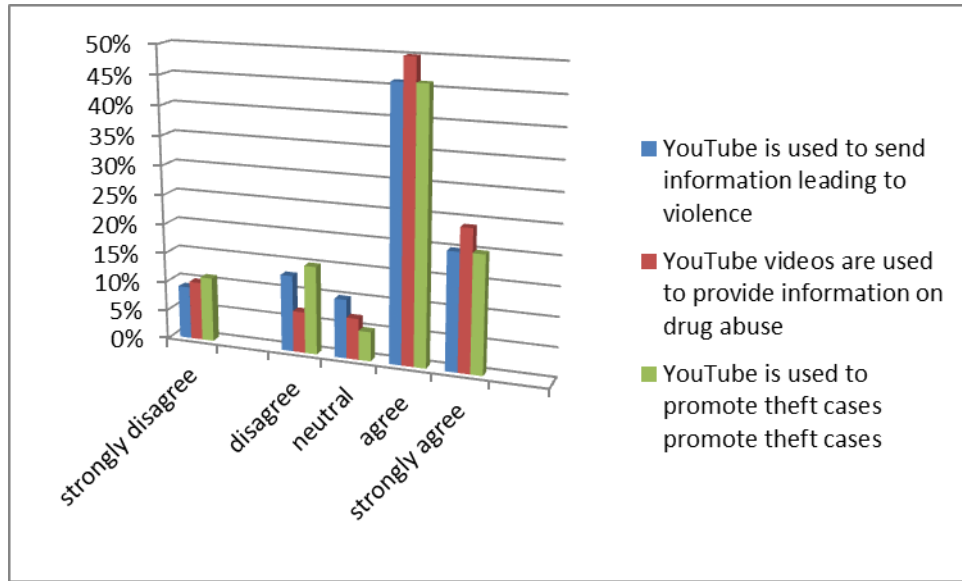


Fig 4. 5: YouTube on Insecurity

Source: Researcher, 2019

In promoting insecurity, WhatsApp is the most used channel followed by Facebook and lastly YouTube as shown in table 4.9

Table 4.9: New Media Channels and Insecurity

Respondents	Violence	Drug abuse	Theft
Facebook	75 (81.52%)	78 (84.78%)	68 (73.91%)
WhatsApp	83 (90.22%)	82 (89.13%)	76 (82.61%)
YouTube	60 (65.22%)	68 (73.91%)	60 (65.22%)

Source: Researcher, 2019

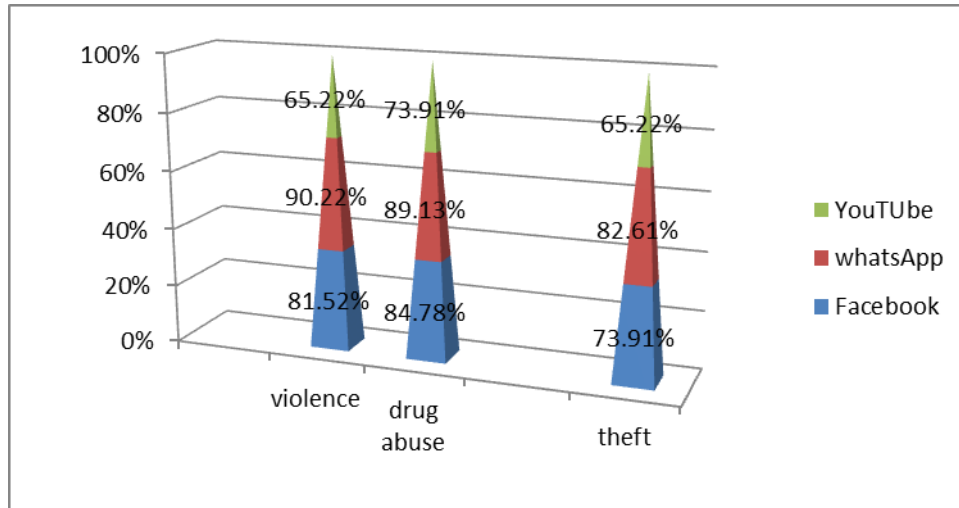


Fig 4.6: Summary of New Media Channels and Insecurity

4.1.4 Findings on the Relations between NM and Insecurity

The surveys generally established a strong link between NM and insecurity. The perpetrators of insecurity who are basically the youth are always perceived as “Folk devils”-the enemy of the society (Cohen, 1972). This implies that the youth are seen as outsiders, deviants, and hostile, self-righteous anger, and punishment-deserving. Facebook is at the center stage in promoting drugs and substance abuse in Rongo Sub County. Seventy-eight respondents agreed that Facebook is the leading NM platform in promoting drug and substance abuse. This translates to 84.78% of the total respondents. This concurs with Eiss (2014) who notes that NM is used to pass messages about drugs and substance abuse. Asemahand (2013) also concurred with other researchers that Facebook contributes to high cases of insecurity in comparison to any other social network.

Facebook is also used to promote theft cases in Rongo Sub County. Sixty-eight respondents agreed that Facebook is used to promote theft cases. This translates to 73.91% of the total respondents. Shareen and Tariq (2018) concur with this notion by stating that Facebook has been a platform for theft as it provides creative and

sophisticated platform for the thieves and fraudsters to engage in acts of crime. On violence, seventy-five respondents agreed that Facebook plays a pivotal role in promoting violence. This translates to 81.52% of the total respondents. Kirsh (2011) stated that violence in NM negatively-influences behavior. According to Ainan (2013), NM was used in Syria to inform and misinform the public. Koros and Kosgei (2016), note that NM has been useful in the facilitation of the unrest in most of the African universities.

WhatsApp as a NM platform plays a key role in promoting violence leading to insecurity in Rongo Sub County, Migori County, Kenya. Eighty-three (90.22%) respondents agreed that it is a platform that is used to fuel violence. According to Maweu (2013), most users of NM such as WhatsApp in the run up to the 2013 general elections in Kenya, took advantage of the platform and used it to engage in acts that expressed their ethnic frustrations as well as criticizing the electoral process.

WhatsApp is also at the center stage in promoting drugs and substances abuse in Rongo Sub County. Eighty-two (89.13%) respondents agreed that WhatsApp as a NM platform plays a key role in promoting drugs and substance abuse.

This marries with the research that Gikonyo (2005) carried out to study the drug abusers and parental knowledge on factors predisposing the youth to drugs and substance abuse in Nairobi, Kenya. This research found out that the social pressure that the youth, especially those living in the developing countries; get in the NM pushes them to acts like drug abuse. According to Eiss (2014), the drug lords use NM such as WhatsApp to send messages of drugs to their intended groups.

WhatsApp as a NM platform is also used to promote theft cases in Rongo Sub County, Migori County, Kenya. Seventy-six (82.61%) respondents agreed that WhatsApp as a NM channel is used to promote theft cases in Rongo Sub County. Shareen and Tariq (2018), noted that, with the rise in the usage of NM sites today, criminals have had to shift from the conventional media to the NM. That happens because the NM provides criminals with a safe haven in which they can hide and get access to large volumes of data.

YouTube as a NM platform also plays a major role in promoting violence. Sixty (65.22%) of respondents agreed that YouTube plays a key role in promoting violence in Rongo Sub County, Migori County, Kenya. According to O'Neil (2013), the role of NM has become so evident that it has been defined as the first 'New Media war'. Many lives have been lost in Nigeria through Boko-Haram insurgency. According to Alakali, Adakelo, Sambe and Tarnongo (2013), the group uses YouTube regularly to relay their messages.

YouTube also plays a major role in promoting drugs and substance abuse. 68 (73.91%) of the respondents agreed that YouTube promotes drugs and substance abuse in Rongo Sub County, Migori County, Kenya. Drugs are readily available on the NM platforms like YouTube. Here, the youth get exposed to the drugs and get an opportunity to learn about it and use it (Parker et al., 1998).

YouTube has also been at the center stage for promoting theft cases. Sixty (65.22%) of the respondents agreed that YouTube as a NM platform is used to promote theft cases in Rongo Sub County, Migori County, Kenya.

The above summary was also supported by qualitative data from key informant who was Rongo Sub County Criminal Investigation Officer who generally provided out a strong relation between NM and criminal activities as shown in frame 4.1.

Frame 4. 1: Data Transcription

OFFICER, FIRST INTERVIEW ON 01/11/2018

KON: ... Are you aware that youth use Facebook, WhatsApp or YouTube as channels of communication amongst themselves?

OFFICER: Yes

KON: ... Have you ever seen or heard of any security-threatening posts or messages in Facebook, WhatsApp or YouTube? What was it about?

OFFICER: Yes. There are a number of eeh issues. There are a number of cases that people use social media to commit crime. If I can give you an example eeh people kidnaping someone and aah after committing that offense they take images of the victim sending it to the parents or related persons demanding for something. That is one classical example of eeh how criminals eeh use social media.

KON: In your opinion as a senior member of the security team in Rongo Sub County, do you think that youth use these media channels to send messages that lead to insecurity?

OFFICER: Yeah. aah of course. Although we are not saying that eeh social media give negative results. Even ourselves at times we use to sensitize people. So, it is a good tool. It is only that a few only abuses the social media.

KON: Of the three media channels (Facebook, WhatsApp and YouTube), which one do you think the youth use frequently to post these insecurity-related messages?

OFFICER: Mostly WhatsApp and aah Facebook. Facebook again depending on the age bracket. The younger ones aah they prefer Facebook and aah they use it a lot.

KON: ...Have you ever engaged members of your team or the public on the issues related to insecurity using any of these media channels? How do you do this?

OFFICER: No. we mostly do one on one when it comes to that. The reason why we can't use social media mostly is a central point. There are those who are authorized to communicate through that media. So it cannot be any person.

KON: Do you believe that the use of these new media channels has contributed to insecurity in Rongo Sub County?

OFFICER: Yees

KON: eeh... that brings me to the end of the interview I am very grateful thank you. THANK YOU VERY MUCH.

Frame 4.2: Edited Transcript from Frame - Extract 1.

OFFICER, FIRST INTERVIEW ON 01/11/2018

KON: ... Are you aware that youth use Facebook, WhatsApp or YouTube as channels of communication amongst themselves?

OFFICER: Yes

KON: ... Have you ever seen or heard of any security-threatening posts or messages in Facebook, WhatsApp or YouTube? What was it about?

OFFICER: Yes. There are a number of issues. There are a number of cases that people use social media to commit crime. If I can give you an example people kidnapping someone and after committing that offense they take images of the victim sending it to the parents or related persons demanding for something. That is one classical example of how criminals use social media.

KON: In your opinion as a senior member of the security team in Rongo Sub County, do you think that youth use these media channels to send messages that lead to insecurity?

OFFICER: of course. Although we are not saying that social media give negative results. Even ourselves at times we use to sensitize people. So, it is a good tool. It is only that a few only abuse the social media.

KON: Of the three media channels (Facebook, WhatsApp and YouTube), which one do you think the youth use frequently to post these insecurity-related messages?

OFFICER: Mostly WhatsApp and Facebook. Facebook again depending on the age bracket. The younger ones prefer Facebook and they use it a lot.

KON: Have you ever engaged members of your team or the public on the issues related to insecurity using any of these media channels? How do you do this?

OFFICER: No. we mostly do one on one when it comes to that. The reason why we can't use social media mostly is a central point. There are those who are authorized to communicate through that media. So it cannot be any person.

KON: Do you believe that the use of these new media channels has contributed to insecurity in Rongo Sub County?

OFFICER: Yees

Frame 4. 3: First Phase (Open) Coding.

CODE1: INSECURITY

KON: ... Have you ever seen or heard of any security-threatening posts or messages in Facebook, WhatsApp or YouTube? What was it about?

OFFICER: Yes. There are a number of issues. There are a number of cases that people use social media to commit crime. If I can give you an example people kidnapping someone and after committing that offense they take images of the victim sending it to the parents or related persons demanding for something. That is one classical example of how criminals use social media.

CODE 2: ROLE OF THE YOUTH IN CREATING INSECURITY

KON: In your opinion as a senior member of the security team in Rongo Sub County, do you think that youth use these media channels to send messages that lead to insecurity?

OFFICER: of course. Although we are not saying that social media give negative results. Even ourselves at times we use to sensitize people. So, it is a good tool. It is only that a few only abuse the social media.

CODE 3: NEW MEDIA AS A CHANNEL FOR CREATING INSECURITY

KON: Of the three media channels (Facebook, WhatsApp and YouTube), which one do you think the youth use frequently to post these insecurity-related messages?

OFFICER: Mostly WhatsApp and Facebook. Facebook again depending on the age bracket. The younger ones prefer Facebook and they use it a lot.

KON: Do you believe that the use of these new media channels has contributed to insecurity in Rongo Sub County?

OFFICER: Yees

Frame 4.4: List of Codes from Open Coding of the Interview Data

1. [insecurity in Rongo Sub County]
2. [Role of the youth in creating insecurity in Rongo Sub County]
3. [New media as a channel for creating insecurity in Rongo Sub County]

Frame 4.5: Second Phase (Axial) Coding

Role of New Media in Creating Insecurity

- Violence
- Theft cases
- Drug and substance abuse

New Media as A Channel for Creating Insecurity

- Sharing insecurity related messages
- To recruit the youth
- To radicalize the youth
- Training
- Hate speech

4.2 Summary

In this chapter, data have been presented through tables and charts and have also been discussed according to the research objectives and questions. Apart from this, the data have also been analyzed and coded according themes because the researcher used thematic analysis.

CHAPTER FIVE

SUMMARY OF KEY FINDINGS, RECOMMENDATIONS, CONCLUSIONS AND SUGGESTIONS FOR FURTHER STUDIES

5.0 Overview

This chapter includes the summary of key findings, recommendations, conclusions and suggestions for further studies.

5.1 Summary of Key Findings

The first objective of the thesis was to study the commonly used new media platforms by youth in Rongo Sub County. Data analysis and interpretation of both interviews and questionnaires responses revealed that of the three NM platforms, WhatsApp still remains a favorite channel of communication followed by Facebook and finally YouTube.

The second objective in this study sought to find out why these platforms are common among the youth in Rongo Sub County. Analysis and interpretation collected through key informant interview, and questionnaires revealed that youth in Rongo Sub County use new media to fuel and execute insecurity especially by using Facebook, internet and WhatsApp to: spread rumors, send threatening messages to other people, and send incitement messages to other people and to organize theft activities, terrorism and robbery.

The third objective of the study was to determine if the use of NM platforms by youth can be linked to criminal activities in Rongo Sub County. Data analysis and interpretation of key informant interview responses and information obtained from questionnaires revealed that WhatsApp is the most used channel followed by Facebook and finally YouTube and that new media have far reaching security

implications for the residents of Rongo Sub County. Rongo Sub County has become extremely risky. There has been a lot of anxiety in Rongo Sub County due to the youth causing panic.

5.2 Conclusion

The researcher noted that the use of the NM has had tremendous consequences on the lives of the youth in the Rongo Sub County. They have become very important in the everyday lives of the youth and are basically being used as channels of communication amongst themselves thus being one of the widely used means of social interaction and connection. The development of new media has increased criminal activities in the town. There is high level of anxiety and insecurity in the town making life to be very uncertain.

As an interactive platform, the youth find NM very easy to communicate amongst themselves within a short time and form groups especially meant to cause panic. Rongo Sub County is seriously faced with a lot of insecurity which is mainly attributed to the popularity and increase in the usage of the NM.

These NM platforms are basically being used by the youth that are stigmatized as threatening to tear social fabric of our everyday lives. Thus the use of new media helps in determining the users' fears. The findings indicate that new media are used by criminal organizations majority of who are youth, to engage in activities like training, communication, recruitment, and radicalization.

As the researcher had pointed out earlier, there is high level of in security in the society. Although individuals enjoy autonomy and self-control, they still feel fearful and insecure. Today, we experience a lot of insecurity in Rongo Sub County due to

the use of NM by the youth. Criminal organizations who are youth have resorted to radicalize their target audience using new media.

Drug-taking and other forms of problematic behaviors have been the cause of insecurity in the town. Drug use has become a major issue of concern because the drugs are readily available and can be accessed by everyone regardless of their gender. Even the youth who are not engaged in drug usage, at least, know about its existence.

Rongo, being fast growing Sub County in Migori County harbors many people from all parts of the republic of Kenya. Considering this large number of people, Rongo Sub County is not free from the effects of the usage of the NM regarding. Most of these users of the new media as had been pointed earlier by the researcher are youth. These youths have brought anxiety which has been widely expressed that the town is in a near-permanent state of panic. The threat that the NM usage poses has become a real threat in the town. Youth use new media to fuel and execute insecurity especially using Facebook, and WhatsApp.

If solution is not sought immediately, or soon, people are likely to suffer even graver consequences. These youth causing insecurity engage in an unacceptable, immoral behavior causing serious harmful consequences thus they are seen as threats to the well-being, basic values, and interest of the residents of the community. As had been pointed out earlier, youth play a pivotal role in fueling insecurity, which lead to an increment in the societal and personal anxiety in the town.

Most of the users remain anonymous at times and cannot be traced. The government is therefore faced with tough challenge to track, monitor and contain misuse of new media forms. Youth have been involved in binge drinking in towns, rape cases have

been reported, and theft is today a common occurrence making Rongo Sub County very insecure towns.

Many people have been killed, properties destroyed. As the researcher had pointed earlier, there is high level of insecurity and anxiety to the extent that life has become less uncertain even while it is placed more under one's control. New media have been predominantly used as connection and mass communication tools, the information can be exchanged, collected, aggregated, and disseminated in a split second. Young men in a drunken state are potentially violent and threat to the security of the town. They make noise in the night and even fight. Pedophilia, binge drinking, and bhang smoking are seen as general symptoms of the moral decline of the community most obvious among youth.

Alcohol use among the youth has contributed to risky behaviors particularly unprotected sexual intercourse in the town causing fear and anxiety. The state of security in Rongo Sub County is wanting as youth involve in problematic behaviors.

This study investigated the perceptions on new media influence on insecurity among the youth in Rongo Sub County, Migori County, Kenya. The research found out that new media play a key role in determining the characteristic of insecurity which has serious and long-lasting repercussions in our communities. Insecurity is around us all the time and the communities at times appear unable to control this insecurity which may stem from an identifiable group or be associated with a particular object. Insecurity continues to manifest itself among the individuals who tend to be defiant and pose a threat to the society, hence, making the community to have a feeling that evildoers pose a threat to the community and to the moral order as a consequence of their behavior. Insecurity is unthinkable without new media. New media are not only

the magic windows through which we view the world, but also the doors through which ideas enter our minds as we interact with them. It has been observed that new media has direct, conditional, or cumulative effects. New media has been blamed for most social ills. With conditional effects model, new media may incite users to commit crime.

In the past decades, the rise of new media usage has been on the rise. It has paved the way for a globalized media network working towards bringing people together and exposing them to a wealth of information. The youth today have grown up in a digital and online world. As a communication tool, new media has proved to be the fastest means of communication.

New media are used by criminal organizations as tools for ideological radicalization, recruitment, communication and training. In conducting criminal activities, criminal organizations use new media as support, communication and coordination tools to conduct their illicit activities. Criminal groups which use new media are made up of people coming from the same geographic area and who know each other personally. Community criminal organizations like Al-Qaeda, Boko-haram and Al-shabaab use new media as tools to recruit, communicate, and spread propaganda and radicalization to a great extent.

5.3 Recommendations

Based on the findings of this study, the researcher recommends that individuals (citizens) should stop promoting offensive information which advances to social hatred and insecurity. New media use should be regulated and that there should be a common administrator to regulate what is being posted to the public domain.

The researcher also recommends that the government should create awareness on the negative influence of the new media and also impose high fines on those found guilty of using new media wrongly. The government security agents should deploy proactive mechanisms to gather information through news and online surveillance to counter any misuse and abuse of NM comments and postings

All the users of NM platforms should use them devoid of abuse on anyone or the general public. The government and its security agents should implement effective programs to educate the public on how to be responsible while using NM. There is also need to report cases to relevant authorities, increasing charges for the use of new media and setting regulations and standards on the correct way of using new media.

5.4 Suggestions for Further Research

In the course of this study, variables emerged that are worth studying but could not fit in the scope of this particular study given the defined boundaries, time and purpose within which it was accomplished.

Influence of new media is a comparative concept which can also be investigated on old people and children. This study did not cover that and suggests that a study be conducted on influence of new media on old people or children and insecurity.

The researcher also suggests a replication of this study in other Sub Counties so as to enhance understanding of the influence of new media on security challenges.

Researchers should also study to find out the general perception of the government security agents on the role of NM on national security situations. There should also be a study to explore the relationship between NM use and national cohesion.

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APPENDICES

Appendix 1: Questionnaire

My name is Nyang'wecha Kennedy Onyango, a student of Rongo University undertaking masters in communication studies. The title of the study is *Perceptions on New Media Influence on Insecurity among the youth in Rongo Sub County, Migori County, Kenya*: This study seeks to investigate the influence of Facebook, YouTube and WhatsApp on insecurity in Rongo Sub County. It is the University requirement that I undertake a research for me to finish my course work. I have chosen you to be part of my respondent. Kindly feel free to provide information and I assure you that it will be treated as private and confidential and will only be used for academic purposes.

Tick (✓) inside the box to indicate your choice of answer

Section one: Demographic information

Tick (✓) your age

18-20 [] 30-40 []

Indicate your gender

Male { } female { }

Section two: Facebook

1. Are you aware of Facebook as a channel of communication?

Yes [] No []

2. Have you ever used Facebook to communicate with your friends?

Yes [] No []

3. Do you have a friend who uses Facebook?

Yes [] No []

4. How frequent do you use Facebook?

Daily [] Once a week [] Once a month []

Facebook use

	Questions or statements	1.Strongly disagree	2.Disagree	3.Neutral	4.Agree	5.Strongly agree
1	Facebook is used to pass information that lead to violence in Rongo Sub County					
2	Facebook is used to send information that promotes drug abuse in Rongo Sub County.					
3	Facebook is used to pass messages that promote theft.					

Section three: WhatsApp

1. Are you aware of WhatsApp as a medium of communication?

Yes [] No []

2. Do you have a WhatsApp account?

Yes [] No []

3. How frequent do you use WhatsApp?

Daily [] Once a week [] Once a month []

4. Do you have WhatsApp friends?

Yes [] No []

WhatsApp use

	Statement or questions	1.Strongly disagree	2.Disagree	3.Neutral	4.Agree	5.Strongly agree
1	WhatsApp is used to send messages that promote violence in Rongo Sub County					
2	WhatsApp is used to provide information about drug abuse in Rongo Sub County					
3	As a channel of communication, WhatsApp is used to share information that lead to theft cases					

Section four: YouTube

1. Are you aware of YouTube as a channel of communication?

Yes [] No []

2. Do you watch YouTube videos?

Yes [] No []

3. How frequent do you watch the YouTube videos?

Daily [] Once a week [] Once a month []

YouTube use

	Statement or questions	1.Strongly disagree	2.Disagree	3.Neutral	4.Agree	5.Strongly agree
1	YouTube as a channel of communication can be used to send information that promote violence					
2	YouTube videos are used to provide information on drug					
3	YouTube is used to promote theft cases in Rongo Sub County					

Appendix 2: Interview Guide

My name is Nyang'wecha Kennedy Onyango, a student of Rongo University undertaking masters in Communication Studies in the school of Information, Communication and Media Studies (INFOCOMS), Adm. NO: MCS/6014/2015. The title of this study is *Perceptions on New Media Influence on Insecurity among the youth in Rongo Sub County, Migori County, Kenya*. This study seeks to investigate the roles that Facebook, WhatsApp and YouTube play in creating insecurity in Rongo Sub County.

- 1) Are you aware that the youth use Facebook, WhatsApp or YouTube as channels of communication amongst themselves?
- 2) Have you ever seen or heard of any security-threatening posts or messages in Facebook, WhatsApp or YouTube? What was it about?
- 3) In your opinion as a user/ senior member of the security team, do you think that youth use these media channels to send messages that lead to insecurity?
- 4) Of the three media channels (Facebook, WhatsApp and YouTube), which one do you think the youth use frequently to post these insecurity-related messages?
- 5) Have you ever engaged members of your team or the public on the issues related to insecurity using any of these media channels? How do you do this?
- 6) Do you believe that the use of these new media channels can be linked to criminal activities in Rongo Sub County?

Appendix 3: Interview Consent Form

- I) I, the undersigned, have read and understood the study information sheet provided...
- II) I have been given the opportunity to ask questions about the study
- III) I understand that taking part in the study will include being interviewed and audio recorded
- IV) I have been given time to consider my decision and I agree to take part in the study
- V) I understand that my personal details such as name and employer's address will not be revealed to people outside the project
- VI) I understand that my words may be quoted in publications, reports, web pages and other research outputs but my name will not be used
- VII) I agree to sign the copyright I hold in any material related to this project to
NYANG'WECHA KENNEDY ONYANGO
- VIII) I understand that I can withdraw from the study at any time and I will not be asked any questions about why I no longer want to participate.

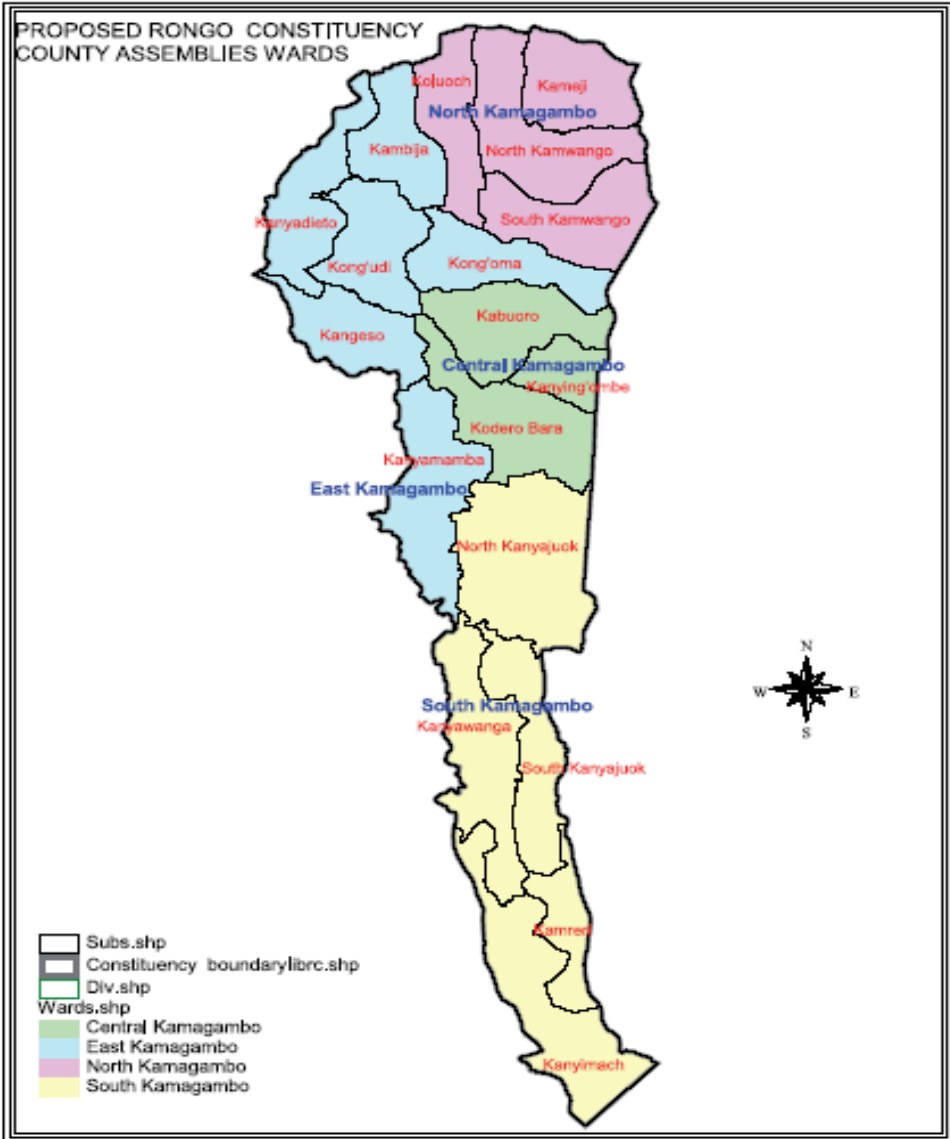
Name of the participant _____ Date _____

Researcher's Signature _____ Date _____

Appendix 4: A Map of Migori County



Appendix 5: Map of Rongo Sub County



Appendix 6: Letter of Authorization



MINISTRY OF EDUCATION State Department of Education

Telephone: (059) 20420
Fax: 05920420
When replying please
quote

COUNTY DIRECTOR OF EDUCATION
MIGORI COUNTY
P.O. Box 466-40400
SUNA – MIGORI

REF: MIG/CDE/ADMN./I/VOL.III/ 238

DATE: 28th April, 2017

Kennedy Nyangwecha Onyango
Rongo University College
P.O. Box 103-40404
RONGO

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on "*Impact of new media on the youth. A case of Rongo Town, Migori County*". I am pleased to inform you that you have been authorized to undertake research in Migori County for a period ending 16th February, 2018.

On completion of the research, you are expected to submit one hard copy and a soft copy of the research report/Thesis to this office.

Thank you.

PP

A handwritten signature in blue ink, appearing to read 'Luka Chebet'.

Luka Chebet
County Director of Education
MIGORI COUNTY

COUNTY DIRECTOR OF EDUCATION
MIGORI
P. O. Box 466,
SUNA - MIGORI.

Appendix 7: Letter of Introduction



OFFICE OF THE DEAN

SCHOOL OF GRADUATE STUDIES

Tel. 0771349741

P.O. Box 103 - 40404
RONGO

Our Ref: **MCS/6014/2015**

Date: Thursday, December 8, 2016

The Chief Executive Officer,
National Commission for Science, Technology & Innovation,
Utalii House,
Off Uhuru Highway, Nairobi,
P.O Box 30623-00100,
Nairobi-KENYA.

Dear Sir,

**RE: RESEARCH PERMIT FOR MR. NYANG'WECHA KENNEDY
ONYANGO - MCS/6014/2015**

We wish to inform you that the above person is a bona fide graduate student of Rongo University in the School of Information, Communication & Media Studies (INFOCOMS) pursuing a Master of Science degree in Communication and Public Relations. He has been authorized by the University to undertake research titled; ***“Impact of New Media on the Youth: A Case of Rongo Town, Migori County.”***

This is, therefore, to request the commission to issue him with a research permit to enable him proceed for field work.

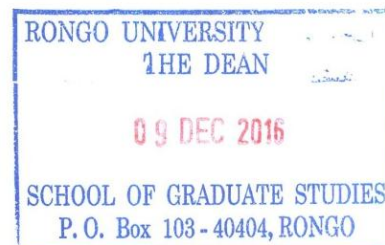
Your assistance to him shall be highly appreciated.

Thank you.


Prof. Hezborn Kodero

DEAN, SCHOOL OF GRADUATE STUDIES

Copy to: Ag. Vice Chancellor
Ag. Deputy Vice Chancellor (Academic and Student Affairs).
Dean, INFOCOMS.
HoD, Communication, Journalism & Media Studies.



Appendix 8: Research Permit

THIS IS TO CERTIFY THAT:
MR. KENNEDY NYANGWECHA ONYANGO
of RONGO UNIVERSITY, 510-40404
Rongo, has been permitted to conduct
research in Migori County

on the topic: IMPACT OF NEW MEDIA
ON THE YOUTH. A CASE OF RONGO
TOWN, MIGORI COUNTY

for the period ending:
16th February, 2018



Applicant's
Signature

Permit No : NACOSTI/P/17/61812/15488
Date Of Issue : 17th February, 2017
Fee Received :Ksh 1000





Director General
National Commission for Science,
Technology & Innovation

Appendix 9: Research Authorization



NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY AND INNOVATION

Telephone: +254-20-2213471,
2241349, 3310571, 2219420
Fax: +254-20-318245, 318249
Email: dg@nacosti.go.ke
Website: www.nacosti.go.ke
when replying please quote

9th Floor, Utalii House
Uhuru Highway
P.O. Box 30623-00100
NAIROBI-KENYA

Ref. No. **NACOSTI/P/17/61812/15488**

Date:

17th February, 2017

Kennedy Nyangwecha Onyango
Rongo University College
P.O.Box 103-40404
RONGO.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on *“Impact of new media on the youth. A case of Rongo Town, Migori County,”* I am pleased to inform you that you have been authorized to undertake research in **Migori County** for the period ending **16th February, 2018.**

You are advised to report to **the County Commissioner and the County Director of Education, Migori County** before embarking on the research project.

On completion of the research, you are expected to submit **two hard copies and one soft copy in pdf** of the research report/thesis to our office.


DR. STEPHEN K. KIBIRU, PhD.
FOR: DIRECTOR-GENERAL/CEO

Copy to:

The County Commissioner
Migori County.

The County Director of Education
Migori County.

Appendix 10: Letter of Authorization

OFFICE OF THE PRESIDENT MINISTRY OF INTERIOR AND COORDINATION OF NATIONAL GOVERNMENT

Telephone: (059) 20511
FAX (059)20361
Email:
countycommissionermigori@yahoo.com



OFFICE OF THE COUNTY COMMISSIONER
MIGORI COUNTY
P.O. BOX 2 - 40400
SUNA- MIGORI.

When replying please quote

Ref. No:ED.12/19 VOL.I/249

Date: 28th April, 2017

TO WHOM IT MAY CONCERN

RE: RESEARCH AUTHORIZATION

Kennedy Nyangwecha Onyango NACOSTI/P/17/61812/15488 a student at Rongo University has been authorized to carry out research on ***"Impact of new media of the youth. A case of Rongo Town in Migori County, Kenya"*** for the period ending 16th February, 2018.

Accord him the necessary assistance


PETER G. MUTU
FOR: COUNTY COMMISSIONER
MIGORI COUNTY

COUNTY COMMISSIONER
P.O BOX 2 - 40400
SUNA - MIGORI
MIGORI COUNTY

CC

The County Director of Education
MIGORI