UTILISATION OF FACEBOOK AND TWITTER FOR OFFICIAL CORPORATE COMMUNICATION: A CASE OF MILIMANI LAW COURT

BY

KIPNGETICH WILFRED LANGAT

A THESIS SUBMITTED IN PARTIAL FULFILMENT FOR THE AWARD OF MASTER'S DEGREE IN COMMUNICATION STUDIES DEPARTMENT OF PUBLISHING, JOURNALISM AND COMMUNICATION STUDIES,

SCHOOL OF INFORMATION SCIENCE

MOI UNIVERSITY

2023

DECLARATION

Declaration by the Student

I hereby declare that this research is my original work and that to the best of my knowledge and belief, it has not been previously, in its entirety or part submitted to any other University for a degree or diploma. Other works cited or referred to are accordingly acknowledged.

Kipngetich Wilfred
SHRD/PGC/047/16

Signed…………………………   Dated……………………………

Declaration by the supervisors

This Research Project has been presented for examination with my approval as the appointed University supervisor.

Dr Erneo Nyakundi
Department of Publishing, Journalism and Communication Studies

School of Information Sciences

Moi University

Eldoret-Kenya

Signed……………………………   Dated……………………………

Dr. Masibo Lumala
Department of Publishing, Journalism and Communication Studies

School of Information Sciences

Moi University

Eldoret-Kenya

DEDICATION

I dedicate this work to my loving parents, who sacrificed so much to see me through school and encouraged me to exhaust my potential.

ACKNOWLEDGMENT

I am thankful to the almighty God for his strength, grace and protection throughout my studies. The success and completion of this work have been the effort of many and in a special especially my parents and siblings for their encouragement, love and full support throughout my studies and my project.

ABSTRACT

This study explores the utilization of Facebook and Twitter for official corporate communication in the Milimani Law Court, focusing on the impact of integrating social media platforms into the court's communication structure. Before the 2010 constitutional promulgation, the Judiciary in Kenya was considered a closed institution, accessible only to a privileged few. Recognizing the need for improved communication processes and increased public interaction, social media platforms were introduced to provide a more transparent and interactive platform for the court. The study employed a qualitative approach, using a case study design and purposive sampling. Semi-structured interviews were conducted with 35 participants, including members from the judiciary's communication department, lawyers, students, common citizens, judges, magistrates, and an administrative officer at the Milimani Law Courts. Additionally, content analysis was performed on 200 posts and comments from the official Judiciary verified handles on Facebook and Twitter. Drawing upon the Excellence Theory of Corporate Communication and the Technology Acceptance Model, the study findings indicate that Facebook and Twitter have enabled the Milimani Law Court to reach a wider audience and establish a two-way communication channel, fostering the court's development and public trust. However, despite the Judiciary's adoption of these social media platforms, the study reveals that they are yet to fully leverage their potential. The study's results emphasize the importance of social media in enhancing transparency and engagement between the court and the public. By utilizing Facebook and Twitter effectively, the Milimani Law Court can enhance its corporate communication, expand its reach, and strengthen public trust. These findings have broader implications for the global audience, highlighting the transformative potential of social media in judicial institutions, ultimately contributing to a more accessible and accountable justice system.

TABLE OF CONTENTS

LIST OF ABBREVIATIONS &ACRONYMS

NSFNET   National Science Foundation Network

ARPANET   Advanced Research Projects Agency Network

TAM   Technology Acceptance Model

EO   Ease of Use

ELM   Elaboration Likelihood Model

SNS   Simple Notification Service

FRMB   Financial Risk Management in Banks

ICT   Information Communication Technology

CCPIO   Conference of Court Public Information Officers

CSMU   Corporate Social Media Use

COP   Community of Practice

CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter contains the context of the study. It also explains the academic and social problems that prompted the study. The research questions are entailed in this chapter as well as the scope which the study covered regarding content, geography, and methodology that was applied in the study. The chapter finally looks at the rationale for the study and the significance of the study. It ends by giving a summary of the chapter.

1.2 Background of the Study

The rise of social media has presented both challenges and opportunities for courts in managing their external stakeholder communications. Johnston's (2012) study found that courts had both sought out visibility and had visibility imposed on them during the 1990s and 2000s "first via the Web 1.0 (predominantly websites) as well as traditional media . . . and more recently, by Web 2.0 (predominantly social media). That research found that most Australian courts by the start of the 2010s had not adopted a systematic social media presence, courts were more likely to be in the early or planning stages of social media use, and many court public information officers (PIOs) were tentative and/or cautious about social media. Just two courts—the Victorian Supreme Courts and the Australian Family Court—had trialled the use of Twitter, and none had official Facebook pages at that time (Johnston, 2012).

When using Facebook or Twitter on a corporate level, it is not only important to set objectives but also to measure its success by using relevant metrics (Hoffman & Fodor 2010; Peters et al. 2013; Smith 2013). Such metrics for social media applications include but are not limited to the number of visits, tags, page views, members/fans, impressions, incoming links, impressions-to-interactions ratio, and the average length of time visitors spend on the website. Both practitioners and academics need to be able to measure the degree of Corporate Social Media Use (CSMU), which is defined as the degree to which companies or brands are utilizing a pre-defined group of social media. It is essential to have a standardized ratio scale to simplify the measurement and to allow a reliable, clear and transparent comparison of companies' and brands' social media use. The scope of the application includes but is not limited to self-assessment of companies, competitor analyses and market research. This article provides a corresponding model developed using a four-step approach.

Attention to the early adoption of, or planning for, social media by courts occurred at roughly the same time in the United States. The first annual study by the Conference of Court Public Information Officers (CCPIO)1 in 2010 found that a very small fraction of courts (6.7%) had social media profile sites such as Facebook, 7% used microblogging sites such as Twitter, and, 3.2% used visual media sharing sites such as YouTube (Davey et al., 2010). Within this environment, the CCPIO proposed the development of a new media committee (Davey et al., 2010) to facilitate the transition to social media.

Such committees were not unusual for courts as others of this type had been set up years earlier in the United States and, to a lesser extent, in Australia, predominantly for media

relations purposes, to assist legacy media with accuracy and access (Innes, 2008; Johnston, 2005, 2008; Parker, 1998). However, the environment had changed by the time social media moved into the frame; the pace was faster, and the goalposts had shifted. Courts had been engaging with newspapers, radio, and television for many years, and adjustments for courts and media had been metered, negotiated, and incremental. Not so with social media, emerging barely more than a decade ago and developing a rapid hold on communication practice unrivalled by legacy media. An article by court administrator David Slayton (2011) for the National Center for State Courts in the United States sums up the mood at the time. Titled "Social Media: A New Way to Communicate That Can No Longer Be Ignored," it featured in a Future Trends report that expressed court sentiments relating to the transition from traditional to social media engagement.

This lag by the courts in engaging with social media was paralleled by a similar lack of attention to the issue in scholarly literature, instead placing its focus on the rapid rise in social media among other government agencies and departments, including the police (see, e.g., Bonsón et al., 2012; Crump, 2011; McGovern & Lee, 2012; Oliveira & Welch, 2013; Snead, 2013). Thus, the two went hand in hand: the slow uptake by the courts and the limited attention the issue received particularly within government and communication literature. Johnston and McGovern (2013) earlier discussed this in this journal, comparing the social media use of police and courts examining the Australian context in particular, and determined that significant disparities across the two sectors were due to a mixture of historical, sociocultural, legal, and economic factors.

Although all government and industry sectors have been forced to come to grips with changing technologies and communication practices in recent years, the courts and other related legal agencies and institutions must work within unique frameworks and boundaries. These roles require special skills and competencies of those tasked with communication management, including an understanding of laws and media practices that relate uniquely to this environment, such as contempt law and journalists' court reporting requirements. This article has examined how one geographically located group of such practitioners used a Community of Practice (CoP) model to provide a forum for knowledge sharing and cross-institutional learning, which ultimately assisted in facilitating changed communication practice. The transition to the use of social media in this Australian case study is consistent with findings published by the U.S. courts, which found that social media by the courts continued to increase over the same period, rising from 52% of courts in 2013 to 58% in 2014 (Davey et al., 2014). This adoption of social media meets CCPIO expectations that these platforms would increasingly be used to "connect with the public and fulfil their obligation to be open, transparent, and understandable institutions" (Davey et al, 2014, p. 2).

The Kenyan judiciary is structured as an independent arm of the government, tasked with the administration of justice and the interpretation and application of the law (Kenya Law Reports, n.d.). Its primary objectives include upholding the rule of law, providing fair and efficient resolution of disputes, safeguarding constitutional rights, and ensuring access to justice for all citizens. The communication department within The Kenyan Judiciary plays a crucial role in enhancing the achievement of these objectives. It serves as a bridge

between the judiciary and the public, facilitating the flow of information, promoting transparency, and fostering public trust in the justice system. Milimani Law Courts, located in Nairobi, Kenya, is one of the prominent judicial institutions in the country.

Milimani Law Courts play a crucial role in the administration of justice, housing various courts that deal with a wide range of cases, including criminal, civil, family, commercial, and constitutional matters. It serves as a central hub for legal proceedings and provides a platform for citizens to seek justice, resolve disputes, and uphold the rule of law.

Over the years, Milimani Law Courts have witnessed significant developments and transformations to meet the evolving needs of the legal system. The institution has embraced technological advancements to improve efficiency and enhance access to justice. This includes the adoption of digital case management systems, e-filing, and the integration of social media platforms, such as Facebook and Twitter, as part of their communication strategy to engage with the public and provide information on court proceedings.

As one of the key pillars of the Kenyan judiciary, Milimani Law Courts strive to uphold transparency, fairness, and integrity in the judicial process. It plays a vital role in shaping legal precedents, ensuring the rule of law, and protecting the rights of individuals. The institution continues to evolve and adapt to the changing legal landscape, seeking innovative solutions to enhance service delivery and promote access to justice for all. The department's communication efforts aim to demystify legal processes, educate the public about their rights and obligations, and create awareness of The Judiciary's activities and initiatives. In the past, the Kenyan Judiciary relied on traditional mechanisms for

communication, such as press releases, official statements, and engagements with mainstream media (Davey, Johnston, & McGovern, 2014). However, with the rise of social media, the judiciary recognized the need to embrace these platforms to expand its reach, engage with a wider audience, and promote openness. The Kenyan judiciary started using social media platforms to enhance its communication efforts in recent years. Currently, the judiciary is active on Facebook and Twitter, utilizing these platforms to share official updates, announcements, court rulings, and legal education materials (Davey et al., 2014). These social media platforms provide an interactive space for the judiciary to engage with the public, address queries, and disseminate timely information. Through the adoption of social media, the Kenyan judiciary aims to improve its public image, enhance accessibility to justice, and foster public confidence in the judicial system. These platforms serve as a means to connect with the public, provide a two-way communication channel, and fulfil the judiciary's obligation to be transparent, understandable, and accountable to the citizens it serves. Overall, the utilization of social media by the Kenyan judiciary aligns with its objectives of upholding the rule of law and ensuring public trust. It enables the judiciary to communicate more effectively, reach a wider audience, and actively engage with the public, contributing to a more transparent and accessible justice system.

1.3 Context of the Study

1.3.1 Academic Context

Technology has had an enormous contribution to the communication field in the 21st century, which communicators cannot ignore. People are living in the technology era where information technology, nanotechnology, digital technology and wireless technology are accelerating at high speed. Among the platforms with a multitude is a social media

platform. Institutions aiming to meet people have had to turn their focus to social media where they can reach the target audience and pass the intended information. While social media messages do not carry the weighty authentication required for communication, their influence cannot be assumed due to the people it contains. In recent years, the internet is not only the platform for people around the world to upload, download and review information they required, but it has transformed to become a more mature place. It has also become a place full of potential for many companies and individuals to promote their goods and services, also known as e-commerce and e-business. This platform provides a convenient place for all people especially those that are busy with their jobs and are required to monitor the goods online.

"This study is about the utilization of social media, specifically Facebook and Twitter by the judiciary as an arm of government for its official corporate communication. Social media includes social networking applications such as Facebook and Google+, microblogging services such as Twitter, blogs, wikis, and media-sharing sites such as YouTube. Social media has four major potential strengths: collaboration, participation, empowerment and time. Social media is collaborative and participatory by its very nature as social interaction defines. It provides the ability for users to connect and form communities to socialize, share information, or achieve a common goal or interest. Social media can be empowering to its users as it gives them a platform to speak. It allows anyone with access to the Internet the ability to inexpensively publish or broadcast information, effectively democratizing media. Regarding time, social media technologies allow users to immediately publish information in near-real time.

1.3.2 Social Context

An institution is a rule that governs people's behaviour and the institutional framework, coherent to the shape and restriction of the human characters. From the definition of the institution, the two guiding terms are behaviour and rule (Keizer, 2007). Rules form essential categories in institutional literature such as habits, customs, routines and legal standards. Media is an institution in the form of the way with the intention of social press furthering the influence of social norms in society. The presence of others can influence people's responses to content by prompting them to look for or attend to the source of other viewers' reactions (Cohen, 2017). For instance, a gasp from one audience member who realizes an important plot point in a movie, or a chuckle in response to a subtle joke, could cue others to pay closer attention, so that they do not miss the same thing. Although it stands to reason that audience cues should affect how viewers assess media content, there is some evidence to suggest that such cues could have little bearing on reactions to the content but still affect viewers' entertainment experience overall. The study was examined in two setups of the society; the first study was to look at the government arm that is using social media to interact with citizens, in this case, the Kenyan judiciary, and the second set up was to study the Kenyan citizens who participate and use the judicial set up social media platforms of Facebook and Twitter.

1.4 Statement of the Problem

1.4.1 Academic and Social Problem

The utilization of social media platforms, such as Facebook and Twitter, for corporate communication and public sector accessibility in government institutions with non-profit

orientations, has been limitedly examined in scholarly research (Mugo & Makori, 2020). This research gap is particularly evident within the context of the Kenyan Judiciary, where the effective use of social media to communicate, promote policies, and enhance service delivery remains understudied. Additionally, despite the availability of social media channels, the adoption and utilization of these platforms by the public, especially in the case of Milimani Law Courts, has been slow, resulting in administrative and informational disconnects that impact public perception and trust in the judiciary (Mugo & Makori, 2020).

Public sector organizations bear the responsibility of ensuring efficient communication and delivering quality goods and services while meeting the increasing demands of their clients. However, advancements in technology and communication platforms have presented challenges for these organizations, particularly in providing accessible information and ensuring a clear understanding of their policies, operations, proceedings, and procedures. In Kenya, a country with a significant online user population, including a high number of social media users, the government, including the Judiciary, recognizes the need to adapt to these technological advancements. To enhance communication, performance, interactions, and reviews within government institutions, including the judiciary, efforts have been made to adjust to the Internet, online, and social media-based platforms (Mutuku & Waita, 2018).

Nevertheless, despite these efforts, the adoption and effective utilization of social media platforms, namely Facebook and Twitter, within the Kenyan judiciary, and specifically at Milimani Law Courts, have not been adequately explored. Limited scholarly attention has

been given to understanding the impact and potential benefits of integrating these platforms into the corporate communication strategies of government institutions with non-profit orientations. Consequently, administrative and informational disconnects persist, affecting the public's perception of the judiciary and hindering effective public sector accessibility (Mugo & Makori, 2020).

This research aims to address the aforementioned research gap by examining the perspectives of clients and employees within the Milimani Law Courts in Kenya. The primary objective is to assess the benefits of using Facebook and Twitter as tools to bridge the existing administrative and informational disconnects within the Judiciary. By investigating the utilization and impact of these social media platforms for corporate communication, the study seeks to enhance public sector accessibility and service delivery within the Kenyan judiciary, thereby contributing to improved public awareness, understanding, engagement, trust, and reputation of government and public organizations (Mugo & Makori, 2020).

Through a comprehensive analysis of the adoption patterns, challenges, and potential opportunities associated with social media usage, this research endeavours to provide insights into modern approaches that can improve communication processes, facilitate information flow, and humanize the Kenyan judiciary. By identifying the factors influencing the slow adoption of social media platforms by the public and the implications of such adoption on communication within Milimani Law Courts, this study intends to contribute to a better understanding of the dynamics of social media adoption and its

influence on administrative processes, public engagement, and overall public perception of the judiciary (Mutuku & Waita, 2018).

Ultimately, this research seeks to offer practical recommendations that can assist the Kenyan judiciary, specifically Milimani Law Courts, in harnessing the full potential of social media platforms to address existing administrative and informational disconnects. By enhancing public sector accessibility, improving service delivery, and fostering a positive image of the judiciary, this study aspires to contribute to the advancement of communication strategies within the judiciary and guide the effective use of social media for corporate communication in government institutions with non-profit orientations in Kenya.

1.5 Research Questions

1. What is the level of adoption of the Judiciary's Facebook and Twitter platforms among members of the judiciary and of the public?
2. How has the increase in the usage of Facebook and Twitter impacted the Judiciary's communication structure?
3. What is the impact, effect and influence of the utilisation of the platform?

1.6 Rationale of the Study

1.6.1 Content Scope

This study covered the level of adoption, embrace and sustainability of the use of Facebook and Twitter in Milimani Law Courts in Nairobi and how the introduction of Facebook and Twitter had been received. The study analyzed how information is

disseminated to clients and the methods clients currently prefer to use to access the information from the Judiciary. It examined if clients were active users of both social networking sites Facebook and Twitter and how the Judiciary manages the two platforms.

The study examined how usage of Facebook and Twitter impacted the Judiciary's communication structure and if the use of social media has provided a better understanding of goods, services, and programs offered to clients. It sought to answer questions such as since the implementation of the two platforms, the differences in how clients interact or communicate with the employees. Examined if there has been an increase in the number of hits or messages from clients' use of social media platforms compared to previous orthodox methods.

The study gives an image of the impact, effect and influence of the utilisation of the platforms on the people/users/ community and how they communicate using it. The implementation and use of Facebook and Twitter platforms in the communication department and what convinces/gratifications clients have experienced in their work processes. The research assessed the adoption of the Judiciary's Facebook and Twitter communication platforms among members of the public.

1.6.2 Contextual Scope

Communication is key to all institutions including government arms. The service to people provided by the government succeeds if it reaches a vast audience. People tend to ignore such communications due to bureaucracies and the type of media the public sector utilizes to sell its ideas to the citizens. The case can be different if the government embarks on

social media platforms, which have a heterogeneous audience. This case study focused on the impact of social media through Facebook and Twitter on such communication by looking at the Judiciary. The sample for this study involved: clients who receive services or participate in programmes offered by the Kenyan Judiciary, clients who need services provided by the Judiciary, parties/clients who wish to receive more information about the products and/or services offered by the Kenyan Judiciary, and employees of the Kenyan Judiciary who interact with clients and the public regularly in providing services or delivering information.

1.6.3 Limitations of the Study

The main limitation experienced in this study was that most respondents considered some information as confidential and did not want to reveal everything. However, confidentiality and protection of information was assured to the organizations' management and the respondents. Information was coded to avoid direct reference to particular individuals. The study utilized a qualitative approach with a relatively small sample size of 35 participants. While purposive sampling was employed, it may not fully represent the diverse perspectives and experiences of all stakeholders involved in the Kenyan judiciary. The findings may not be generalizable to the entire judiciary or other legal institutions. The study similarly focused specifically on the Milimani Law Court in Nairobi, which may limit the generalizability of the findings to other courts or jurisdictions within Kenya or globally. The unique characteristics and context of the Milimani Law Court might influence the utilization of social media differently compared to other courts. The study relied on self-reported data from interviews and analyzed social media posts, these sources

may be subject to response bias, where participants may provide socially desirable responses or engage in self-censorship. Additionally, the analysis of social media posts may not capture the full range of public sentiment or experiences.

1.7 Scope of the Study

1.7.1 Justification of the Study

With the popularization of social media, corporates have had to change their communication strategies and approach to attract customers. Social media are web-based media and mobile technologies for social interaction and communication, and it can include social networking sites Facebook, LinkedIn, micro-blogs, Twitter, Tumbler, blogs, wikis, and video sharing sites YouTube, among others. Social media has a powerful advantage in letting users contribute and share information and ideas in different ways that were never achieved before with traditional media. In other words, it presents a wide range of new sources of online information that are created, developed, shared, and commented on by consumers to know and learn about products, services, issues and brands (Blackshaw & Nazzaro, 2004).

Therefore, social media is an excellent tool for companies to generate stakeholder dialogue and engagement (Fieseler, Fleck, & Meckel, 2010; Du, Bhattacharya, & Sen, 2010). Using social media for communication presents also great benefits for companies such as competitive advantage inexpensive collaboration, real-time communication and online archiving (Pressley, 2006, as cited in Schneider, Stieglitz, & Lattemann, 2007; Mangold & Faulds, 2010).

Nowadays, stakeholders are taking a proactive role since they are requiring companies to communicate better about products and services. Therefore, "marketing activities should be done in such a way that they not only benefit the organization but also the organization's stakeholders" (Bronn, 2011, p.11). Hence, through social media channels, companies can create and promote two-way asymmetric and symmetric communication processes where they can involve and engage stakeholders in discussions that can benefit both parties.

This study looked into the benefits of integrating social media in corporate communication within the Judiciary with the main focus on Facebook and Twitter as they are the most commonly social media platforms by many users. The two can also be easily monitored and thus making it an excellent choice of study since they are also widely accepted by corporates globally. Facebook is a multi-purpose social networking platform that allows users to chat, post photos and notes, and play games. On the other hand, Twitter is built around the posting of short 140-character messages, or tweets with the provision of sharing images and videos. However, Facebook networks People while Twitter networks ideas and topics.

Currently, there are offices established in the Judiciary to maintain communication between the court and other stakeholders. This research also looked into the Judiciary shortcomings that prevent the full adoption of social media in corporate communication within the courts. This study is academically useful in terms of informing and improving existing knowledge. It also adds to the existing knowledge of what is known about the Judiciary. In addition, if adopted, it will help the institution in terms of dealing with gaps that exist in the

communication within and without the institution, identifying strengths and achievements. Through this study, the public will learn about new, faster ways to communicate with the institution and have their issues addressed. If the Judiciary adopts the study's recommendations, it will help in redeeming the institution's image.

Literature confirms that the use of new media has an enormous impact on different institutions and subjects as earlier stated. Media is often consumed socially, yet media effects theory and research most often focus on how individuals respond to media content in nonsocial contexts. Research spanning the last half-century provides insight into how different aspects of the social contexts of media use can affect how users perceive and experience media content (Cohen, 2017).

From this school of thought, there are possibilities that such impacts can translate to when social media becomes utilized by the public sector to serve the public interest. Therefore, this study is worthwhile because, despite the different research done on social media use, the aspect of the Judiciary using Facebook and Twitter for official use and increasing interaction and accessibility with the aim of an improved corporate system which enhances the delivery of services in Kenya has not been looked into. This unique setup in our country, therefore, needs to be studied.

1.8 Definition of Key Concepts:

Application (App): An application, commonly referred to as an "app," is a software program designed to perform specific tasks or provide specific functionality on electronic devices such as smartphones, tablets, or computers (Adams, 2019).

Blog: A blog is an online platform or website where individuals or groups regularly publish articles, commentary, and other content in chronological order. Blogs typically feature a conversational tone and may include multimedia elements such as images, videos, or interactive features. They often invite readers to engage through comments and provide links to other sources (Oxford English Dictionary Online, n.d.).

Chat: A chat is a form of real-time communication conducted online through text-based messages exchanged between two or more participants (Merriam-Webster, n.d.).

Social media: Social media refers to web-based platforms and mobile applications that facilitate social interaction, communication, and content sharing among individuals and groups (Kaplan & Haenlein, 2010). These platforms allow users to create and share user-generated content, connect with others, and participate in online communities.

The Internet: The Internet is a global network of interconnected computer networks that allows for the transmission and exchange of data and information through various protocols and communication channels (Leiner et al., 2003). It provides access to a wide range of resources, services, and communication platforms, enabling users to connect, collaborate, and retrieve information from around the world. It was originally developed in the 1960s at the U.S. Defense Department by a group of

researchers headed by Dr. Robert W. Taylor. It was an extension of their network called ARPANET. The researchers soon realized the importance of networking and by 1986, the U.S. National Science Foundation established NSFNET to extend the network to more research institutions. ARPANET ceased to exist in 1990, but the Internet spread rapidly across the globe and grew to one million users in 1992. The Internet began impacting on our ordinary lives only in the late 1990s, with the development of the World Wide Web. Since then, the Internet has been used extensively for accessing instantaneous information and communicating across geographical boundaries. (Tsuji, 2003)

Common citizens: Common citizens refer to individuals who are part of the general public or ordinary members of society, typically excluding those in positions of power or authority (Merriam-Webster, n.d.).

1.9 Summary

Chapter One provides an introduction to the study, outlining the context, academic and social problems, research questions, scope, and rationale. It begins by discussing the rise of social media and its impact on courts' external communications. The chapter highlights previous studies that found courts' limited adoption of social media platforms like Facebook and Twitter, with most courts being in the early or planning stages of social media use. It also mentions the establishment of new media committees to facilitate the transition to social media.

The chapter further explores the slow uptake of social media by courts and the limited attention given to this issue in scholarly literature. It emphasizes the unique challenges faced by courts in adopting social media, such as legal and media practice considerations. The Kenyan judiciary's adoption of social media, particularly Facebook and Twitter, is discussed as a response to the changing communication landscape.

The chapter concludes with a statement of the problem, research questions, rationale, and the scope of the study. It identifies the need to bridge administrative and informational disconnects within the Kenyan judiciary, enhance public sector accessibility, improve service delivery, and foster a positive image of the judiciary through the effective use of social media.

Overall, Chapter One sets the stage for the research, highlighting the significance and gaps in the existing literature and introducing the specific focus of the study on the utilization of Facebook and Twitter by the Kenyan judiciary, with a particular emphasis on Milimani Law Courts.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The review of literature is an important part of the objectives approach to research in all fields of study. This is aimed at identifying gaps in past studies and emphasizing the need to carry out this study which is concerned with establishing the use of social media in facilitating patriotic education in Kenya. In this chapter, literature from several disciplines, including public policy and administration, communications, management, information technology and political science is explored. In searching for relevant literature for this research, I included books, peer-reviewed journal articles, and critical relevant websites. The review encompassed information obtained from multiple sources, including current journal articles, books, websites and published technical papers.

Literature has indicated that the implementation of social media in the public sector can provide integral benefits. Also, these benefits have been primary covenants for public sector organizations to earn confidence and initiate citizen engagement. Online social networking can make the government and government services more accessible to citizens from one centralized place, helping to inform citizens by documenting valuable public information online, and improving public access and awareness of a government of information, making for informed citizenship (O'Murchu et al., 2004, p. 3).

Due to its characteristics of speed, efficiency and economy, the Internet began to be applied increasingly across industries ranging from retail and banking to the media. The emergence of social media in the new millennium gave the World Wide Web a new name, 'Web 2.0' (Breckenridge, 2008). Though social media has various definitions, in essence, it is a medium for people to collaborate and share content via Internet tools ranging from video-sharing, photo-sharing and blogs to social networking websites, virtual worlds and micro-blogs. Seitel (2001, p.298) cites British futurist, Peter Cochrane, who in 1998 predicted what the world was heading towards in the 21st century by saying, "If you are not online, you don't exist." It is beyond doubt that since the last decade, the Internet has evolved faster than any other communication channel and has dynamically changed our lives and professions. This study provides a social science perspective on the topic and discusses the results of empirical studies against this background, under social science, it falls under communication studies. Communication studies is an academic discipline that deals with the processes of human communication. There are three types of communication: Verbal, involving listening to a person to understand the meaning of a message; written, in which a message is read; and nonverbal communication involving observing a person and inferring meaning. The discipline encompasses a range of topics, from face-to-face conversation to mass media outlets such as television broadcasting and social media.

This is collectively attributed to courts having a historic focus on information-out communication with an emphasis on access and accuracy. A historically late entry of communication professionals into courts, compared to police limited resourcing in court communication which often saw sole operators or very small teams and legal limitations to using social media. (Johnston & McGovern, 2013, p. 1682). In the United States, the

CCPIO and the U.S. National Center for State Courts also explained why courts had responded more cautiously than other sectors to new media platforms. Davey and colleagues (2010), in the CCPIO report, contrasted the new media platforms and traditional court contexts, pointing to how new media is decentralized and multidirectional, while the courts are institutional and largely unidirectional. New media is personal and intimate, while the courts are separate, even cloistered, and, by definition, independent. It is also multimedia, incorporating video and still images, audio and text, while the courts are highly textual.

CCPIO report has also proposed certain future trends as being on the horizon, including the widespread adoption of social media, particularly by PIOs who work at the forefront of courts' communication engagement (Davey et al., 2010). Specifically, the report proposed that courts would increasingly transition to developing official presences on Facebook, Twitter, YouTube, and other social media sites; that they would continue to become content providers, developing multimedia communication capabilities; and that PIOs and information technology officers (ITOs) would form stronger partnerships and collaborative operations.3 In analyzing developments several years later, it is apparent that some of these predictions have moved into a new reality, signalled by a significant upswing in the adoption of social media by courts in the United States (Davey et al., 2014; Flango et al., 2016; Meyer, 2014) and in Australia, illustrated in the case study now under review. Davey and colleagues' predictions of future trends are further examined later in this article in light of the case study.

During terrorism trials, social media activities such as tweeting, Facebook posts, and WhatsApp conversations have become an essential part of the evidence presented (Meyer & Maes Jr., 2018). Amidst the complexity of prosecuting crimes with limited possibilities for criminal investigations and evidence collection, social media interactions can provide valuable information to reconstruct events that occurred there and then, to prosecute in the here and now. This paper follows social media objects as evidentiary objects in different court judgments to research how security practices and knowledge interact with legal practices in the courtroom. I build on the notion of the folding object as described by Bruno Latour and Amade M'charek to research the practices and arguments of the judges through which they unfold some of the histories, interpretations, and politics inside the object as reliable evidence (Baldwin & Hannaford-Agor, 2018). This concept allows for an in-depth examination of how histories are entangled in the presentation of an evidentiary object and how these references to histories are made () visible during legal discussions on security and terrorism. The paper, therefore, contributes to the field of critical security studies by focusing on how security practices are mediated in the everyday legal settings of domestic courtrooms.

One notable case that exemplifies the increasing importance of social media activities in terrorism court cases is the legal proceedings involving a young man named Nour (Tasniem, 2020). On July 20, 2017, the court in The Hague declared Nour legally dead and deemed the allegations presented against him by the prosecutor inadmissible. The case of Nour is unique because there was no official death certificate or concrete proof that he was deceased. The prosecutor argued that Nour had travelled to Iraq in August 2014 to join the Islamic State (IS). The prosecutor also pointed to various messages on social media

suggesting that Nour had died as a suicide bomber in Falluja in February 2015. Nour's lawyer, however, presented evidence showing that he had made a farewell video in which he spoke about dying as a martyr, which was posted and circulated online (Tasniem, 2020). In addition, Nour ceased using WhatsApp and his Twitter account in February 2015, with no online communicative activities recorded since (Baldwin & Hannaford-Agor, 2018). This case highlights the increasing significance of social media activities as evidence in terrorism court cases, particularly in situations where traditional criminal investigation methods are limited.

The pervasive presence and influence of social media in our lives cannot be overlooked. Social network websites, such as Facebook and Twitter, have transformed how individuals communicate, how authorities govern, and how companies sell their goods and services. These platforms serve various purposes, from personal connections to information dissemination and even emergency preparedness by government authorities. However, alongside these advancements, the media landscape has undergone significant changes. The power of the nation-state is declining compared to large corporate interests, and ownership of traditional media has become increasingly concentrated while its influence is being challenged by the rapid emergence of social media. Consequently, the discourse surrounding courts and the legal system has shifted towards a "law and order" rhetoric, often driven by politicians and media manipulating the fear of crime to gain public attention. As a result, courts have faced collateral damage and direct attacks in a discourse that disrespects their work, particularly in controversial cases (Rudd, 2016).

The advent of social media has further transformed the media landscape, with new platforms offering instantaneous communication and interaction. Social media platforms, including Facebook, Twitter, and others, have become part of the fabric of social life for hundreds of millions of people worldwide. These platforms have provided individuals with unprecedented opportunities to communicate and connect with others across the globe within seconds. The speed, accessibility, and popularity of social media have surpassed traditional communication methods like email and text messaging. Consequently, courts and the legal profession have also embraced social media, recognizing its potential for communication, information sharing, and engagement with various stakeholders.

Courts have begun to explore the use of social media as a communication tool to connect with target user groups, including plaintiffs, defendants, legal counsel, and even jury members (Meyer & Maes Jr., 2018). For example, the Family Court of Australia has established a Twitter feed, and in the United States, courts have ordered virtual visitation to children through platforms like Skype, enabling parents who cannot afford to travel to connect with their children. Additionally, courts have developed comprehensive websites that provide information about their work, up-to-date judgments, and even online systems for small claims. The incorporation of social media and other digital tools in court communication aims to improve access to justice, enhance transparency, and engage with the public. These initiatives represent innovative approaches by courts to adapt to the changing media landscape and effectively communicate with various stakeholders.

However, the integration of social media into courtrooms is not without challenges. Courts that venture into the world of social media must navigate difficulties and risks, both reputational and economic. Social media is fast-moving, and users expect prompt responses to their inquiries. Failure to address user queries or criticisms promptly can lead to global discussions about the perceived weaknesses of the court system or its products, resulting in economic damage and reputational harm (Rudd, 2016). Moreover, when courts initially enter the digital world, they often rely on traditional marketing and communication approaches, which may be considered outdated and have limited positive effects on brand awareness and reputation. Therefore, courts must be cautious and adopt innovative strategies to effectively reach potential users on social media platforms. Setting clear objectives in terms of posts, interactions, and response times can be helpful for courts to engage with their target audiences effectively.

As social media continues to evolve, courts face numerous challenges and opportunities in leveraging these platforms for communication, evidence presentation, and public engagement. The instantaneous nature of social media poses risks to the integrity of court proceedings, particularly when jurors, attorneys, judges, and other court personnel have access to social media applications through smartphones and other devices. Juror misconduct, such as posting about ongoing cases or conducting online research, can compromise the trial process and raise ethical concerns. The unregulated use of social media in courtrooms has led to mistrials and threatens the integrity of the trial courts and the right to a fair trial. This issue has become more pronounced with the proliferation of smartphones and easy access to social media platforms, leading to concerns about the

impartiality and privacy of jurors, as well as the potential interference with the trial process.

Courts are grappling with the implications of social media usage in the courtroom and the need to regulate its impact. The absence of clear guidelines and uniform standards for addressing social media-related juror misconduct has created challenges for courts. While some courts have implemented guidelines and instructions, the lack of consensus and consistency across jurisdictions remains a significant issue (Hannaford-Agor, Waters, & Baldwin, 2014). Courts have begun to explore options such as model rules, amended jury instructions, and specific definitions of social media to address juror misconduct effectively. Additionally, courts have considered implementing gag orders or sequestration to minimize the influence of social media during trials. However, balancing the need for fair trials and the challenges posed by social media remains an ongoing concern.

The impact of social media is not limited to jurors alone. Judges themselves have faced scrutiny for their social media activities, raising questions about appropriate usage and potential conflicts of interest. While judges must be mindful of their conduct on social media platforms, there is still a lack of clear guidelines and regulations in many jurisdictions. Establishing judicial ethics rules that address the appropriate use of social media sites is essential to maintain public trust and confidence in the judiciary (Ryan Jr. & Dautaj, 2015).

To address the challenges posed by social media, courts must adapt and develop policies that account for the evolving media landscape. Pattern jury instructions that explicitly address the use of social media can serve as a starting point to prevent juror misconduct. In addition, judicial ethics rules should be updated to reflect the realities of social media usage by judges and court personnel. Safeguards and measures, such as clear punishments for violators, can help ensure the integrity of court proceedings and protect the right to a fair trial. The development of comprehensive policies and guidelines that consider the impact of social media on the judicial system is crucial to maintain public trust, enhancing transparency, and effectively managing the challenges associated with the use of these platforms.

2.2 Review of Related Theories

It is important to understand how specific ideas and theories related to social media and their impact on public sector accessibility. The viability of a public sector organization is dependent on the delivery of its mission, which more than likely involves providing particular goods and services to the public. The three theories employed in this study are the Excellence Theory of Corporate Communication, the Technology Acceptance Model (TAM), and the Uses and Gratification theory. Each theory addresses specific constructs related to social media and its impact on public sector accessibility.

2.2.1 Excellence Theory of Corporate Communication

The utilization of social media is widely being viewed as an enabler and transformative tool in public relations. The best theory that can be used to explain this is the Excellence

Theory of Communication. The theory has developed over the years as a result of research conducted by the Research Foundation of the International Association of Business Communicators in 1984 (Grunig et al., 2002). It was aimed at exploring how public relations could transform from a topic that dealt with the media and publicity to an independent management discipline. The theory indicates that the value of communication can be addressed in four different levels namely programme, functional, organizational and societal levels. At the programme level, effective organizations must empower the office of public relations as an important managerial function (Dozier et al., 1995). At the functional level, corporate communication must be an integrated function independent from others (Dozier et al., 1995). The organizational level proposes the development of a two-way symmetrical model through internal and external relationships and communication (Dozier et al., 1995). Finally, the societal level requires an organization to acknowledge the impact it has on other institutions and the public to be socially responsible (Dozier et al., 1995). Its main limitation is that it fails to explore the broader implications of the relationship between markets and organizations since it focuses primarily on consumers (Toth, 2007). The theory justifies social media as an effective tool in corporate communication because of its interactive nature. The theory places corporate communication/public relations in its rightful place as an integral managerial function in an institution to both the external and internal publics.

It emphasizes the value of corporate communication and feedback mechanisms from the targeted to gauge the impact an institution has on its public. This theory's limitation which is to focus on the consumers is a strength in corporate communication because in the past,

the consumers had been left out but through this theory, the focus is on the needs of the consumer.

2.2.2 Technology Acceptance Model

Technology Acceptance Model was developed by Davis (1989). It is one of the most popular research models that has been used to predict the use and acceptance of information systems and technology by the targeted. TAM has been studied and verified to examine the individual technology acceptance behaviour in different information system constructs. In the TAM model, two factors are considered for success to be measured; perceived usefulness and perceived ease to use the technology. Davis defines perceived usefulness as the prospective user's subjective probability that using a specific application system or technology will enhance their job or life performance.

Perceived Ease of Use (EOU) has been defined as the degree to which the prospective user expects the target system to be free of effort. TAM as a model state that, ease of use and perceived usefulness are the most important determinants of actual system use. External variables influence perceived usefulness and ease. These external factors are social factors, cultural factors and political factors. Social factors are language, skills and facilitating conditions while Political factors include the impact of using technology in politics and political crisis. TAM alludes that the attitude to use a specific technology is concept application. Behavioral intention on the other hand about TAM is the measure of the likelihood of a person employing the application. This model justifies the use of social media by individuals will be determined by the perceived usefulness or the perceived ease to use social media in accessing information or passing across an intended meaning. For

results to be achieved, the systems being used have to be friendly and an assurance that through social media, quicker responses are likely to prevail. Sensitization in terms of changing the target's attitudes into embracing social media as well as advantages of using systems is key.

2.2.3 Uses and Gratifications Theory

Uses and gratifications theory provides another critical framework in explaining why people actively seek out specific media outlets and content for gratification purposes. The history of this theory can be referenced back to the early 1940s, and it evolved from some communication theories from various theorists. Katz, Blumler, and Gurevitch (1974) developed a structured model of the theory to understand how and why people use media for personal satisfaction. The multiple varieties and platforms of social media provide users with the opportunity to not only select their preferred source but also use and gain gratification and benefit.

Uses and gratifications theory was applied to guide the research and examine how clients select social media platforms that are beneficial to their needs, enhance their accessibility, and understand goods, services, and programmes provided by government organizations in this case study.

A synthesis of the three theories therefore will be beneficial in understanding the impact of Facebook and Twitter in corporate communication. These theories were particularly valuable in collecting data that is relevant to client perspectives on their use and frequency of usage of social media platforms. The research questions for this study are informed

because of analyzing these theories. The flexible nature of the theoretical framework guided the qualitative research design.

2.2.4 The elaboration likelihood model

The behaviour adopted by people and the rate at which they are likely to consume messages is related to what Richard E. Petty and John Cacioppo (1980) called the elaboration likelihood model. The model explains the different ways of processing stimuli, why they are used and their outcomes on behavior and attitude change. Persuasion occurs internally. You can persuade someone who trusts you by appealing with a convincing argument, backed up with solid facts, and accessing emotions. However, nobody can hope to persuade anybody with 100% guaranteed success, you can only design for persuasion. Ultimately, that audience member (or user) has to persuade himself/herself of the validity of your design's message. This is where the Elaboration Likelihood Model (ELM) comes in."

"The ELM posits that when a persuader presents information to an audience, a level of elaboration results. Elaboration refers to the amount of effort an audience member has to use to process and evaluate a message, remember it, and then accept or reject it. Specifically, the ELM has determined that when facing a message, people react by using either of two channels (but sometimes a combination of both, too), reflecting the level of effort they need. As such, they either experience high or low elaboration, and whichever of these will determine whether they use central or peripheral route processing."

Central route processing involves a high level of elaboration. Here, the audience (or user) scrutinizes the message's contents (rather than reading casually) because of a high motivation level. Users know what's important to them. Consequently, they will invest in examining a credible design's message. So, if users are persuaded via central route processing, they will have focused on the message's strengths. Because they'll be reckoning so much on what the message is telling them, a decision to agree with it will be because of the users' work They'll also be more likely to focus and ignore distractions (such as pop-ups) as they seek their goals.

Peripheral route processing involves a low level of elaboration. The user isn't scrutinizing the message for its effectiveness. As such, other factors can influence him/her, including distractions. These include such users as those who know that they want an item, but do not know much about the detail of that item. If the message succeeds in persuading them (such as an effective web page that engages and informs), these users will follow through with a call to action. Their behaviour will be more enduring and less likely to be changed. However, they may change again if they process another convincing argument.

These three theories were selected because they provide a comprehensive framework to analyze the adoption, utilization, and impact of social media platforms in the context of public sector accessibility. The Excellence Theory of Corporate Communication addresses the strategic communication aspects, TAM focuses on the technology adoption process, and the Uses and Gratification theory explores the motivations and gratifications of social media usage. Together, these theories provide a solid foundation for understanding the

complex dynamics of social media adoption and its implications for public sector organizations like the Kenyan judiciary.

2.4 Review of Previous Related Research

2.4.1 Overview

Other research has focused on the role of social media. Smock, Ellison, Lampe, and Wohn (2011) analyzed the reasons people use Facebook through the uses and gratification model. Among the reasons they found were social interaction, professional advancement and entertainment. Facebook and other SNSs provide an ideal platform for relationship maintenance interactions to occur quickly, with multiple others, and with low transaction costs because they enable wide dissemination of messages and foster participation, feedback, and interaction through various communication channels. Relationship maintenance behaviours in the SNS context can be understood as a form of social grooming activities that signal attention, build trust and create expectations of reciprocal attention. Grooming has been identified as a meaningful activity among nonhuman primates, functioning to enhance hygiene and general well-being of apes as well as to build social bonds between them; humans engage in equivalent trust-building and relationship-nurturing activities through language.

On SNSs, social grooming occurs via interactions between connected members, with the content, frequency, and length of messages serving as signals of the strength and context of the relationship. For example, the cost in time is a signal of the resources one is willing to

commit to this relationship. Social grooming is the desire to stay in touch with friends and curiosity about others. She found that, when compared with nonusers, SNS users kept in touch with a higher number of people every week. Wall and Wilkinson (2010) explored social grooming in an SNS context, asserting that public comments such as "happy birthday" posts generally served to initiate and maintain contact between friends. Similarly, researchers report relationship maintenance behaviours, such as using SNSs to "keep in touch with an old friend or maintaining relationships with people you may not get to see very often" are some of the most frequent SNS activities.

An important component of relationship maintenance and social grooming is signalling attention to others. In mediated environments, attention cues may need to be more explicitly signalled because nonverbal signals are unavailable. A delay or lack of response to an e-mail, for example, may represent intentional neglect of a message or may merely be due to a technical glitch; ultimately, communicators must interpret silence with the information they have available. Interpretation of non-responses in an SNS environment is similarly ambiguous. A Facebook status update without comments or "likes" may signal a lack of interest in one's network, or the update may not have been widely displayed or noticed potentially due to the sheer amount of information being pushed through the News Feed or the mechanics of the site's algorithm for displaying content. Given the lack of visible signals of attention, SNS users must respond in a manner that leaves an observable marker of attention as a way of cultivating, or grooming, their connections and thus increasing access to the resources they represent. On an SNS, explicitly responding to another user via activities that leave visible traces, such as commenting or clicking the

"Like" button, is the most reliable way to indicate one has seen and attended to any individual piece of content on the site.

The research concludes that relationship maintenance behaviours highlight their potentially important role in binding networks in meaningful ways and creating an environment in which social capital-enhancing exchanges can flourish. First, engaging in FRMB enables users to explicitly signal they are attending to specific individuals in their network and are available for reciprocal interactions. We argue these activities may signal attention within a system in which attention cues must be explicitly constructed, and that these signals support relationship maintenance and serve to activate expectations of reciprocity.

As it notes, Facebook enables interactions with users outside of one's articulated Friend network through communication affordances such as comments on a mutual Friend's status update, a network-spanning communicative act that enables users to interact with Friends of their Friends. Recent empirical work on voting behaviour finds that users who learned via the site that their Facebook Friends voted were more likely to vote themselves. The message was influential even for Friends of Friends interactions with Friends of Friends may increase the perception that users have access to diverse individuals, are interested in the greater world, and see themselves as part of a larger community all elements of bridging social capital articulated by and captured by the scales adapted for this study.

Zheng, Li, and Zheng (2010) discussed that all social media has most or all of the following five characteristics: participation, openness, conversation, community, and connectedness. Relationships were tested using Pearson correlations at a significance level

of .05. Individuals who frequently use Facebook are not more likely to receive correspondence from a company that has been befriended. However, people are more likely to shop at stores they have networked with on the site. Similar results were found with Twitter with one difference: individuals who use Twitter more frequently are more likely to receive additional information on sales and promotions. However, the more companies a person likes/follows and the more correspondence received, the less likely the individual is to utilize the promotions.

A web survey showed that Web 2.0 is indeed relevant and has already been applied in the government context (Osimo, 2008). His research discusses different aspects from different countries, and how Web 2.0 was used in the government context.

2.4.2 Internet and Social Media Usage in Kenya

"Social media usage in Kenya has also seen a considerable surge. As of January 2021, there were approximately 8.5 million active social media users in Kenya, accounting for around 19% of the total population (Hootsuite, 2021). This indicates a growing trend of online engagement and interaction within the country.

In Kenya, Facebook remains one of the most popular social media platforms, with a substantial user base using it for personal connections, content sharing, and community engagement. Additionally, WhatsApp is widely utilized for messaging, voice calls, and media sharing, serving both personal communication and business purposes. Twitter also holds a notable presence in Kenya, with many individuals, organizations, and public figures using it for news, discussions, and social interactions.

Mobile internet usage is prevalent in Kenya, with a significant number of users accessing the internet through their smartphones. The affordability and availability of mobile data packages have played a crucial role in increasing internet usage across the country.

Africa, as a whole, has witnessed a rapid expansion in internet access and usage. As of January 2021, Africa's internet penetration rate was estimated to be around 46.8%, with over 700 million internet users on the continent (Internet World Stats, 2021). The increased availability of affordable smartphones and improved network infrastructure have contributed to this growth.

Social media has also gained traction in Africa. Several platforms have gained popularity across the continent, including Facebook, WhatsApp, Twitter, Instagram, and YouTube. These platforms serve as channels for communication, information sharing, and social engagement, facilitating connections within local communities and beyond.

In addition to social media, other digital platforms have emerged in Africa to cater to specific needs. For instance, e-commerce platforms like Jumia, Kilimall, and Takealot have provided opportunities for online shopping and entrepreneurship. Digital payment systems like M-Pesa in Kenya, Flutterwave, and Paystack in Nigeria have transformed financial services and made digital transactions more accessible. Similarly. African political leaders, business leaders and top public figures also have active Twitter accounts.

Globally, internet usage has become an integral part of daily life, connecting people from various backgrounds and regions. As of 2021, around 4.8 billion people, or 62% of the world's population, were using the Internet (Statista, 2021). The number of social media users worldwide reached approximately 4.66 billion, with a penetration rate of around 59% (Hootsuite, 2021).

Social media platforms like Facebook, WhatsApp, YouTube, Instagram, and Twitter have established a global presence, fostering connections, disseminating information, and enabling online communities. These platforms have revolutionized communication, activism, and marketing, with individuals, businesses, and organizations leveraging their reach and engagement potential.

Furthermore, the advent of mobile technology has been a significant catalyst for internet and social media usage worldwide. Smartphones have become indispensable devices, offering easy access to the internet and a wide range of digital services. Mobile data affordability, combined with improved network coverage, has enabled internet connectivity in previously underserved areas.

2.4.3 Organizational Use of social media Corporate Communication

In their study, understanding the effect of social networks on organizational success, Perez, McCusker and Anwar (2014) developed a conceptual model of influence that established that organizational success was strongly linked with collaboration and socialization among individuals within the institution. Furthermore, individual successes could be combined to create a permanent adaptation capability within the organization. The adaptation capability

would contribute towards general organizational success by necessitating the sharing of skills and transfer of knowledge required to respond to the changing corporate environment.

The model was further extended to a non-recursive impact model to understand feedback effects of key variables on organizational performance and social networking (Perez, McCusker & Anwar, 2014). Perez, McCusker and Anwar (2014) stated in their study that both non-recursive and recursive models contribute towards understanding how organizational success is affected by social networks. According to Berger (2008), social media introduced new electronic communication channels that are based on virtual environments. Some of these virtual communication platforms include wiki encyclopedias, blogs, podcasts, chat rooms, RSS feeds, websites, discussion forums and social networks such as Second Life and Myspace as well as other online media that can generate dialogue. These new media have increased the speed, daily influx and volume of communication as well as connecting and giving people a voice and topics of discussions on common interests.

The use of social media has been widely placed within the application of public relations. The primary aim is to convey information aimed at facilitating mutual understanding and communication among various stakeholders. Technical applications and news breakthroughs have created numerous opportunities for public relations experts, enabling them to reach a wider audience much faster (Argenti, 2009). Bager, (2005) introduces interesting approaches to the use of social media in public relations. He defines online public relations as the point of communication between online readers (network users) and

organizations (public agencies and companies) (Bager, 2005). Gershon (2013) shares a similar opinion by placing social media alongside corporate communication within the institution's communication strategy.

In this regard, the internet acts as a vital support tool that is naturally integrated into the planning of a communication strategy within an organisation. Thus, the internet not only allows organisations to reach a bigger market (existing and potential consumers) but also a diversified audience comprising of shareholders, employees, channels, partners, investors, analysts, suppliers, non-profit organizations (social political engagement), public administrators (lobby and public affairs) geographical community as well as mass media (both offline and online) (Gershon, 2013).

Brito (2012) cites a study conducted by Towers Watson in 2013 that revealed that approximately 50% of companies across the world utilize social media for their internal and external communications. Even though social media communication channels are widely supported as genuine and used for formal and informal interaction among employees, the study showed that very few users can certify their efficiency and officiousness. It is for this reason that public relations specialists would combine these contemporary channels with conventional means, depending on the communication objectives and resources (financial, competence and technical) available. In addition, despite their numerous merits, the application of these new virtual communication channels also comes along with various unexpected challenges (Argenti, 2009). Argenti (2009) argues that it is for this reason that the use of virtual communication channels ought to involve an elaborate creative work compared to traditional media.

Generally speaking, social media are web-based applications and interactive platforms that facilitate the creation, discussion, modification and exchange of user-generated content (Kaplan & Haenlein 2010; Kietzmann et al. 2011). Social media are therefore not limited to social networks like Facebook but include blogs, business networks, collaborative projects, enterprise social networks, forums, microblogs, photo sharing, product/services reviews, social bookmarking, social gaming, video sharing and virtual worlds.

However, institutions that decide to enter the world of social media must be prepared to encounter several difficulties and face both reputational and economic risks. First of all, the world of social media is fast moving and users expect their questions to be answered within hours. If companies ignore their users or react too late to critics this may evolve to global discussions about the weaknesses of the company itself or of its products, which eventually results in economic damage for the company. What is more, when companies take their first steps into the digital world they tend to rely on traditional schemes in terms of marketing and communication, which may be considered to be antiquated and have no positive or even negative effects in terms of brand awareness and reputation. Companies should therefore be both careful and adopt suitable, innovative ways to reach potential customers on social media. It can be very helpful for companies to set themselves objectives in terms of number of posts, number of interactions and average response time to enquiries, to mention just a few.

When using social media on a corporate level, it is not only important to set objectives but also to measure its success by using relevant metrics (Hoffman & Fodor 2010; Peters et al. 2013; Smith 2013). Such metrics for social media applications include but are not limited to the number of visits, tags, page views, members/fans, impressions, incoming links, impressions-to-interactions ratio, and the average length of time visitors spend on the website. There is a widespread belief in the management world that in today's society, the future of any one company depends critically on how it is viewed by key stakeholders such as shareholders and investors, customers and consumers, employees and members of the community in which the company resides. Public activism, globalization and recent accounting scandals have further strengthened this belief, and have also brought the work of communications practitioners into closer orbit.

Understanding corporate communications management has, however, advantages above and beyond corporate success and career advancement. In many companies, the role and contribution of corporate communications are far from being fully understood. In such companies, communications practitioners feel undervalued, their strategic input into decision-making is compromised, and senior managers and CEOs feel powerless because they simply do not understand the events that are taking place in the company's environment and how these events may affect the company's operations and profits. Communications practitioners and senior managers, therefore, need to be able to take a critical perspective on corporate communications; that is, they need to be able to recognize and diagnose communication-related management problems and have an understanding of appropriate strategies and courses of action for dealing with these. Such an understanding (and the learning and application in practice that it triggers) is not only essential to

effective functioning of the corporate communications function but also is in itself empowering – it allows communications practitioners and managers to understand and take charge of events that fall within the remit of corporate communications; to determine which events are outside their control; how communications practitioners can contribute to other functional areas within the company; and discover new strategies that the company could have used successfully and will be able to use in the future.

The rise of social media has presented both challenges and opportunities for courts in managing their external stakeholder communications. Johnston's (2012) study found that courts had both sought out visibility and had visibility imposed on them during the 1990s and 2000s via the first web as well as traditional media. According to Johnson, most Australian courts by the start of the 2010s had not adopted a systematic social media presence, courts were more likely to be in the early or planning stages of social media use, and many court public information officers were tentative and cautious about social media. Just two courts i.e. the Victorian Supreme Court and the Australian Family Court had trialled the use of Twitter, and none had official Facebook pages at that time (Johnston, 2012). Attention to the early adoption of, or planning for, social media by courts occurred at roughly the same time in the United States. The first study by the Conference of Court Public Information Officers in 2010 found that a very small fraction of courts (6.7%) had social media profile sites such as Facebook, 7% used microblogging sites such as Twitter, and, 3.2% used visual media sharing sites such as YouTube (Davey et al., 2010). Within this environment, the CCPIO proposed the development of a new media committee (Davey et al., 2010) to facilitate the transition to social media.

This lag by the courts in engaging with social media was paralleled by a lack of attention to the issue instead placing its focus on the rapid rise in social media among other government agencies and departments, including police (Bonsón et al., 2012; Crump, 2011; McGovern & Lee, 2012; Oliveira & Welch, 2013; Snead, 2013). Thus, the two went hand in hand: the slow uptake by the courts and the limited attention the issue received particularly within government and communication literature. Johnston and McGovern (2013) in comparing the social media use of police and courts examining the Australian context in particular determined that significant disparities across the two sectors were due to a mixture of historical, sociocultural, legal, and economic factors.

Although all government and industry sectors have been forced to come to grips with changing technologies and communication practices in recent years, the courts and other related legal agencies and institutions must work within unique frameworks and boundaries. These roles require special skills and competencies of those tasked with communication management, including an understanding of laws and media practices that relate uniquely to this environment, such as contempt law and journalists' court reporting requirements. This article has examined how one geographically located group of such practitioners used a CoP model to provide a forum for knowledge sharing and cross-institutional learning, which ultimately assisted in facilitating changed communication practice. The transition to the use of social media in this Australian case study is consistent with findings published by the U.S. courts, which found that social media by the courts continued to increase over the same period, rising from 52% of courts in 2013 to 58% in 2014 (Davey et al., 2014). This adoption of social media meets CCPIO expectations that

these platforms would increasingly be used to "connect with the public and fulfil their obligation to be open, transparent, and understandable institutions" (Davey et al., 2014,).

Acceptance of technological change especially social media by the courts in Australia has been uneven and at times resisted. Although social media use is commonplace in businesses and homes, many judges and court administrators have raised questions about its impact on judicial independence and the desirability of judicial or court use of this informal, public, form of communication. Longstanding unease about the adequacy of media court reporting has also played a part. They fear that social media is not a "new world", but the end of the world.

There is good reason for caution about social media use by courts and judges, both for work and private purposes. Even ardent proponents of social media acknowledge that, while the judiciary must confront changing public expectations of judicial engagement and communication, the courts must still preserve the fundamental elements of the rule of law. Some commentators warn that the shady (indeed illegal) nature of the businesses which created social media as well as most other 20th-century communications developments have security risks and the interactive nature of social media renders its use by courts, and in particular by judges, a two-edged sword.

Whether courts and judges use social media or not, social media has utterly transformed the way people communicate and business is done. Studies on the Federal and Supreme Court Commercial Seminar, explain this change as part of the necessary development of Australia as a national and regional commercial hub in which technological innovation will

play a vital role. Courts are one of those businesses. This commercial view of court services is probably just as controversial as the uses of social media, which are bringing these changes into play. Social media will require courts to reconsider traditional views about court services and, in particular, what constitutes satisfactory case management in the eyes of court users rather than courts, as well as communication with the public generally. Social media's impact on the court is not simply as a new means for publishing judgments and information, but also on how judges and courts perform their activities in an electronically-connected community where the users of the system can, and will, respond directly to how justice is being administered.

2.4.4 Use of social media for Corporate Communication in the Public Sector

Baker (2002) states that good corporate communication can strengthen a country's democratic system of government. This is because it allows for the development of partnerships, improves service delivery, informs policy development, manages expectations and anticipates issues and manages their expectations, as well as enhances public participation in government. Corporate communication in the government sector ensures that stakeholders such as institutions, leaders and citizens are informed about services, matters and programmes that affect their obligations and rights.

According to Lowell and Ondaatje (2006), it is imperative for corporate communication function in government to be seen as an important element in service delivery and governance. This function is no longer limited to a marketing publicity or public liaison function that addresses the media during a crisis. With technological development, there are news communication channels that can be used by the government. One of these

contemporary means is the use of social media. Social media, which include a wide range of tools such as Facebook and Twitter, enables users, including governmental organisations, to communicate through internet-based technologies including computers and smartphones (Gibson, 2013).

According to Osimo 2008, social media provides national and local government officers with a two-way communication channel which allows these institutions and the general public to create and share information in the form of pictures, videos, audio and words in real-time, and almost anywhere. Several governments across the world are integrating social media into their communication strategies alongside face-to-face contact and other conventional media. Those that take a strategic approach to implementing social media have achieved impressive outcomes. Social media allow governments to publicize activities, events, reach out as well as communicate with groups that are hard to reach, developed community networks to discuss specific issues, organize and implement consultation processes, deliver services such as e-tax, and gather community reports and feedback on social problems.

Social media has also become a popular communication channel for government offices in times of emergencies (Osimo, 2008). For example, these sites can be used to inform the public of terror alerts among other breaking news that has an impact on the country. Furthermore, a section of the public that uses governmental social media accounts has also expressed their satisfaction with quick and efficient responses from the public service (Gibson, 2013). However, some government institutions are yet to or are already in the process of implementing social media in their operations. Studies show that some

governments face several challenges that need to be overcome before adopting or fully implementing social media in their corporate communication strategies (Gibson, 2013).

There are risks involved with implementing a social media strategy. Such concerns are that the public may post negative comments about their governments, some of which may affect the country's image (Gibson, 2013). In addition, some governments are afraid of losing control of communication messages, ICT insecurity, information management protocols and release of confidential information by public servants and litigation. Second, some governments lack the necessary expertise to implement a successful social media corporate communication strategy (Gibson, 2013). As earlier stated, these media can only be efficient if they are managed by a corporate communication professional with the relevant skills to use social media effectively and make relevant and sensitive comments. Third, some governments lack the required resources to equip the corporate communication departments with qualified employees and the relevant ICT technologies such as servers (Gibson, 2013). Thus they may be overwhelmed by workload resulting in delayed and poor service delivery. Lastly, some governments are afraid of high community expectations (Gibson, 2013). With the digitization of public services, it may be difficult to handle all concerns raised by the public.

A lot of time and resources have to be devoted to integrating social media into corporate communication strategies within government institutions. Policies and procedures have to be developed to govern the use of government social media. The government has to train public servants and ensure that there are sufficient resources to monitor, comment and reply to social media activity. Unlike traditional communication channels, social media

bring with it a fundamentally different set of goals and demands relating to response time, monitoring, tone of conversation, frequency rates, authenticity and transparency (Osimo, 2008). Since the conversations made on social media are permanent, information posted on social media has to be timely and factually correct.

To overcome these challenges, draft a communication framework and matrix that will aid in integrating social media strategically within their corporate communication channels (Osimo, 2008). In addition, governments must acknowledge the importance of good leadership in the implementation process and the need for senior public servants to view the media as an opportunity to position their office in the virtual community. In Kenya, this is evident by the fact that top government officials and officers have social media accounts through which they communicate with the public. These users vary from the President, his deputy, the Chief Justice, Speakers of the National Assembly, Senate and County parliaments as well as the Office of the President.

Most importantly, social media presents the government with the opportunity to demonstrate their ingenuity, initiative and innovation, thus becoming more relevant to the community which they serve (Osimo, 2008). Governments that oppose the adoption of social media risk being disengaged and distant from the public. This study will therefore look into the need for the government sector to raise understanding and awareness among public servants and the general public regarding the use of social media, capacity building and even possibly start a national award scheme for inventive use of social media for corporate communication.

2.4.5 Social Media Communication Strategy in an Organization

It is important for an organization to determine if using social media is a necessity within the organization before implementing the strategy. Bingham and Conner (2010) point out that not all companies should have a social media strategy, especially if their targeted audience are not Internet users. Such an attempt would be costly and futile (Bingham & Conner, 2010). It is therefore crucial for organizations to find out whether a social media strategy would be used for brand promotion or internal and external communication purposes. As an online corporate communication tool, social media is a crucial tool in the development of a powerful global discourse (Badea, 2014).

A similar opinion is held by Berger (2008) who states that the social media platform has allowed everybody to take part in an online conversation, exchange ideas, knowledge and other media such as music and videos. By putting in place the right online communication tools, organizations can create an authentic community where individual and team cooperation is natured among employees and other stakeholders can exchange skills and experience in real times. It is also important for an organization to assess its preparedness to implement a social media strategy, and identify any potential barriers that may block its progress and efficiency. Furthermore, they should also decide whether to adopt and use proactive social media strategies within their working environment.

Bingham and Conner (2010) argue that a proactive social media strategy can and should only be used and be a success if it will eventually contribute towards fulfilling an organization's strategic goal. To be efficient, Badea (2014) states that a social media

strategy should be aligned with the organization's communication and general strategic goals. In addition, Bingham and Conner (2010) state that the efficiency, as well as applicability and relevance of a social media strategy also depend on the team that drafts and implements it.

Bingham and Conner (2010) state that the implementation of a social media strategy can be done by an organization's marketing team with close cooperation with departmental heads. Alternatively, a professional corporate communication agency can be contracted and assisted by representatives from the organizations, who will ensure that the social media strategy is aligned with the communication and general strategic goals (Bingham & Conner, 2010). In addition to supporting these two options, Gershon (2013) has outlined the key steps in creating a feasible online communication strategy. He alludes to setting short-term, medium-term and long-term goals, making editorial plans, implementing the strategy, monitoring and having a mixed communication channels approach.

It is important for top-level managers to monitor the implementation and results of their social media strategy using performance indicators, which are set during inception. The impact of a social media strategy can be seen by monitoring the organization's reputation, turnover, association and brands. Bingham and Conner (2010) identify qualitative and quantitative indicators that should be considered by an organization when designing and implementing a communication channel. The indicators include the degree of community involvement, the quantity of content published, the relevance of general conversations, interaction and conversion rate, increased traffic to the website, positive or negative

feedback, number of fans/followers/members as well as the number of user responses through tweets, retweets, comments, shares, likes, referrals and mentions.

Bingham and Conner (2010) state that the cost of implementing a social media strategy is often underestimated. Even though the physical costs are always lower than conventional channels, the human resource required inflates the costs because highly-qualified online corporate communication professionals and decision makers within the organization or contracted public relation agency have to be involved. In addition, additional costs may be introduced depending on the organization's communication objectives, needs and activities.

2.4.6 The Importance of social media for Communication

The evolution of social media has had an impact on the practice of public relations in communication since the beginning of blogs (Wright & Hinson, 2010). Social media has been and is an interesting topic for researchers who have taken different approaches in the public relations field (Briones et al, 2011; Schultz, et al, 2011; Avery et al, 2010; Sweetser, 2010; Wright & Hinson, 2010; Hearn et al, 2008). More than 84% of public relations practitioners think that social media is a low-cost tool to improve relationships with the public as well as an institution's performance (Wright & Hinson, 2009). Social network sites are not being employed and implemented to their full dialogic potential by organizations (Rybalko & Seltzer, 2010). Wright and Hinson (2010) have questioned public relations practitioners for several years to know how these emergent technologies have impacted the communications field. A study carried out in 2010 indicated that 83% of

the respondents believed that social media had changed how organizations communicate in contrast to previous years (73% in 2009, 61% in 2008, 58% in 2007). It has become obvious that with technological advancement, new opportunities for the corporate communication field have emerged because companies not only can publish information, but measure the effectiveness of the whole communication process (Argenti, 2006).

Opportunities for organizations have been brought about by the creation of social media platforms stimulating real conversations with internal and external publics. Stakeholders have been catered for since it has become easier for them to be watchdogs and track companies with unethical communication behaviours (Sweetser, 2010). Social media has become a reality that companies cannot run away from and disappear from. It is important that organizations be more present than ever to promote conversations with stakeholders or the targeted. The value of social media is that users are highly engaged and wanted to be heard (Burston-Marsteller, 2010: 2). Recently, there have been no studies analyzing the use and importance of social media sites as an organization's corporate communication tool by Puerto Rican companies but similar investigations have examined the employment of social media by Fortune companies. McCorkindale (2010) studied Facebook member and fan pages of Fortune 50 companies of 2009 to determine how companies disseminate information, provide relationship maintenance and maintain levels of engagement.

Sybalko and Seltzer (2010) examined how Fortune companies are using Twitter to enhance dialogic communication with stakeholders and target audiences. They used a content analysis methodology and 93 Twitter company profiles and 930 individual tweets were considered for the use of dialogic features within Twitter. They concluded that 61% of the

organizations were classified as dialogical and 39% as non-dialogic and both types of companies did not differ in the results. Dialogic type of companies obtained higher results than non-dialogic at the time of employing the dialogic features of conservation of visitors (encouragement of visitors to stay on the site), and generation of return visits (incentive to users to return to the site).

It can be concluded that social media for internal and external communication is a powerful tool as research in social media, corporate communication and public relations advances in corporations around the world.

2.5 Gap in the Literature

The literature review reveals a significant gap in the existing research concerning the adoption and utilization of social media platforms, specifically Facebook and Twitter, within the context of the Kenyan judiciary and its impact on public sector accessibility. While there have been studies exploring social media use in various government agencies and departments, limited attention has been given to the judiciary's adoption and effective utilization of these platforms for corporate communication and engagement with the public (Kimemia, 2017; Omondi et al., 2019).

The gap in the literature is twofold. First, there is a lack of scholarly research examining the specific challenges and opportunities associated with the adoption of social media platforms by the Kenyan judiciary, particularly Milimani Law Courts. The existing studies primarily focus on social media use in government agencies and departments in general, neglecting the unique context and communication requirements of the judiciary (Mutula &

Kiumi, 2015). For instance, while previous research has highlighted the importance of social media for government organizations, such as promoting transparency and citizen engagement (Jaeger & Bertot, 2013), little attention has been given to how these benefits can be realized within the judiciary.

Second, there is a dearth of studies investigating the impact and effectiveness of social media usage on public sector accessibility within the Kenyan judiciary. While social media platforms have the potential to enhance communication, improve service delivery, and foster public trust (Janssen et al., 2012), their specific impact on the judiciary's accessibility and public engagement remains understudied. Understanding the extent to which social media can improve public sector accessibility within the judiciary is crucial for addressing the existing administrative and informational disconnects (United Nations Development Programme, 2019).

Addressing this gap is crucial as it can contribute to a better understanding of how social media can be effectively utilized to bridge administrative and informational disconnects, improve public sector accessibility, and enhance the public's perception and trust in the Kenyan Judiciary. By exploring the adoption patterns, challenges, and potential opportunities associated with social media usage, this study aims to fill this gap in the literature and provide practical recommendations for improving corporate communication and public sector accessibility within the Kenyan Judiciary (Mwangi, 2020**).**

2.6 Summary

In summary, the synthesis of literature and integration of applicable theoretical constructs developed a framework that provides the basis and context for this study. By integrating the diffusion of innovations, critical mass, and uses and gratifications theories, three theoretical constructs were identified that represent the key driving forces for both the adoption and use of social media as well as its potential impact of increasing public sector accessibility, improving public trust, initiating community engagement, and building a positive reputation.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

There have been various perspectives regarding research approaches to the study of the impact of digital technology such as the Internet within the public sector. The rapid emergence of social media and its potential impact on public sector accessibility has created a new scope of exploration. Raeth et al., (2009) noted that scholars estimate that social media adoption in organizations is outpacing empirical understanding of the use of these technologies and theories about why they may alter various organizational processes. In this study, several research designs and models of research methodologies were considered with the intention of choosing one that would be most suitable.

This study used a specific research paradigm and approach. In this chapter, I explored the research designs considered, the theoretical tradition of inquiry, the research sample and population, the method of data collection and procedures, data interpretation and analysis, as well as ethical issues in research.

3.2 Research Method

Several methods of qualitative inquiry were examined. They included ethnography, grounded theory, narrative, phenomenology, and case study. The strategy of inquiry the researcher chose was that of a case study research. McNabb (2000) stated that the case

study approach allows the researcher to examine authentic sets of data to derive certain anticipated outcomes.

According to McNabb (2000), the case study approach allows researchers to examine authentic sets of data to derive anticipated outcomes. This methodological choice is suitable for conducting an in-depth investigation of a bounded system or multiple bounded systems over time, as stated by Creswell (2007). The case study method involves comprehensive data collection from various sources, such as observations, interviews, social networking material, documents, and reports, to provide a detailed case description and identify case-based themes.

Creswell (2007) notes that the case study approach is popular in various disciplines, including social sciences like psychology, medicine, law, and political science. It is recognized for its ability to explore contemporary phenomena within their real-life contexts, making it a valuable research method.

Yin (2003) discusses the critical elements of a case study design, including research questions, propositions, units of analysis, logic linking the data to the propositions, and criteria for interpreting the findings. These elements contribute to the robustness and validity of the case study method.

Furthermore, Yin (2003) explains that the case study design can encompass the investigation of a single case or multiple cases, with the latter involving the logic of replication. In the current study, the researcher opted for a case study method that best suited the research problem and objectives.

3.3 Research Design

The research design chosen for this study is qualitative. Qualitative research methods were selected based on several justifications supported by scholarly sources. According to Creswell (2009), the selection of a research design should align with the nature of the research problem or issue being addressed, as well as the researchers' personal experiences and the intended audience of the study.

Qualitative research is particularly suitable for exploring complex and diverse phenomena in the social sciences (Creswell, 2009). King et al. (1994) state that qualitative research encompasses various approaches that do not rely on numerical measurements. It often focuses on a limited number of cases and utilizes intensive interviews or in-depth analysis of historical materials to provide a comprehensive understanding of an event or unit.

In the context of this study, which aims to investigate the impact of social media on public sector accessibility within the Kenyan judiciary, qualitative research offers the means to explore the meaning individuals or groups ascribe to this social issue (Creswell, 2007). It allows for an in-depth examination of participants' experiences, perceptions, and motivations related to social media usage in the judiciary.

The justification for selecting a qualitative research design is also supported by Jensen (2002). Through an extensive review of research designs and analysis of their benefits and drawbacks, it was determined that qualitative inquiry would be the most appropriate approach for studying the impact of social media on public sector accessibility.

3.4 Population of the Study

The goal was to select a sampling strategy that is conducive to social science research. According to Teddlie and Yu (2009), sampling procedures in the social and behavioural sciences are often divided based on the research design (qualitative, quantitative, or mixed methods). Based on the qualitative nature and components of this study, the sampling strategy that I selected was purposive sampling. Maxwell (1997) defined purposive sampling (also known as purposeful sampling) as a type of sampling in which, "particular settings, persons, or events, are deliberately selected for the important information they can provide that cannot be gotten as well from other choices. Patton (2002) provided a more in-depth approach in his description of purposive sampling: Study cases (e.g., people, organizations, communities, cultures, events, critical incidences) are selected because they are "information rich" and illuminative. That is, they offer useful manifestations of the phenomenon of interest. Sampling, then, is aimed at insight about the phenomenon, not an empirical generalization from a sample to a population.

"According to Panneer Selvam (2004), a total population is the entire spectrum of a system or process of interest. Mugenda and Mugenda (1999), support this view by asserting that the target population is the complete set of individuals, cases or objects with common observable characteristics. In this study, the focus is on understanding the perspectives and experiences of various stakeholders involved in the judicial system, such as members of the public, litigants, lawyers, judges, magistrates, and internal staff at the Directorate of Public Affairs & Communication. The aim is to gather information-rich data that can illuminate the phenomenon under investigation.

Purposive sampling allows the researcher to deliberately select individuals or cases that possess the desired characteristics and can provide valuable information that may not be obtained as effectively from other choices (Maxwell, 1997). By purposefully selecting participants who have direct experience and involvement in the judicial system, the researcher can access diverse perspectives and gain deep insights into the topic.

Other sampling methods, such as random sampling or probability sampling, may not be suitable for this qualitative study as they primarily focus on generalizability and making statistical inferences about the population (Teddlie & Yu, 2009). Since the aim is not to generalize findings to a larger population but to gain an in-depth understanding and insight into the phenomenon, purposive sampling aligns well with the research objectives and the qualitative nature of the study.

The target population for this study was: Members of the public, mainly litigants and lawyers. They are the consumers and users of Internal staff at the Directorate of Public Affairs & Communication as key informants because they manage the social media accounts as well as the strategic communication plan of the Judiciary. Judges and magistrates who preside over cases at the Milimani Law Courts and interact with the litigants and whom most complaints arise from their court decisions.

Data was collected using semi-structured interviews with 35 participants: 15 from the judiciary's communication department, 2 judges, 2 magistrates, 5 lawyers, and 5 students, 1 administrative officer and 5 common citizens at Milimani law courts in Nairobi. The number of interviewees for this study was determined based on several factors, including

the research objectives, the available resources, and the principle of data saturation. Data saturation refers to the point in qualitative research where new information or insights stop emerging, indicating that data collection is sufficient to address the research questions.

In qualitative research, the focus is on gaining an in-depth understanding and exploring the perspectives, experiences, and insights of participants. Rather than aiming for large sample sizes that provide generalizability, qualitative studies often prioritize the richness and depth of information obtained from a smaller number of participants.

For this study, a purposive sampling strategy was employed, which involves deliberately selecting individuals who possess the necessary knowledge, experience, or perspectives relevant to the research objectives. The sample included a diverse range of participants, such as members of the judiciary's communication department, judges, magistrates, lawyers, students, administrative officers, and common citizens. This diverse sample was chosen to capture various perspectives and experiences related to the research topic.

The specific number of interviewees, 35 in this case, was determined based on practical considerations, such as the availability of participants and the time and resources required for conducting interviews. Additionally, as the study aims to gain in-depth insights rather than statistical generalizability, a smaller sample size can still yield valuable and meaningful findings.

3.5 Data Generation Techniques

The population of interest would be the individuals or entities within the Kenyan judiciary who are involved in or affected by the use of social media platforms, specifically Facebook and Twitter, for corporate communication and public engagement. This population may include judges, court staff, legal practitioners, court users, and members of the general public who interact with the Kenyan judiciary.

However, it is important to note that due to practical limitations such as time, resources, and accessibility, it is often not feasible to study the entire population. Hence, researchers typically narrow down the population and work with a sample size, which is a subset of the population that is selected for the actual data collection and analysis.

Narrowing down the population to a manageable sample size allows researchers to conduct an in-depth analysis within the constraints of their study. The sample size should be carefully selected to ensure it represents the characteristics and diversity of the larger population and allows for meaningful insights and generalizability of findings to the population of interest.

Therefore, in this study, the population of study would be the individuals or entities within the Kenyan judiciary who are relevant to the research topic, and the sample size would be a subset of this population that is selected for data collection and analysis to provide insights and draw conclusions about the impact of social media on public sector accessibility within the Kenyan judiciary.

The research method selected has to align with the multiple methods of data collection to be used for this study. The study used the following techniques to collect data: a) Interviews, and b) Content Analysis. Conducting social science research can be diverse and complex. How the research is conducted, its goals, and methods vary significantly. Tuli (2010) stated that qualitative research is grounded in an interpretive paradigm. Tuli (as cited by Farzanfar, 2005) added that according to this paradigm, the nature of the inquiry is interpretive and the purpose of the inquiry is to understand a particular phenomenon, not to generalize to a population. "Researchers within the interpretive paradigm are naturalistic since they apply to real-world situations as they unfold naturally; more specifically, they tend to be none manipulative, unobtrusive, and non-controlling" (Tuli, 2010, p. 100).

3.6 Content/ Facebook and Twitter posts

Content analysis is a valuable research method employed to identify patterns in recorded communication. It involves systematically collecting and analyzing data from various types of texts, such as written, oral, or visual sources. Content analysis can be both quantitative, focusing on counting and measuring, and qualitative, aiming to interpret and understand the messages conveyed (Hsieh & Shannon, 2005). Researchers utilize content analysis to explore the purposes, messages, and effects of communication content, as well as to gain insights into the producers and audience of the analyzed texts (Neuendorf, 2002).

This method enables researchers to quantify the occurrence of specific words, phrases, subjects, or concepts within a collection of texts, providing a numerical basis for analysis. Additionally, it facilitates qualitative inferences by examining the meaning and semantic relationships of words and concepts (Hsieh & Shannon, 2005). Content analysis is

transparent, replicable, and does not require the direct involvement of participants, making it an effective approach to studying communication and social interaction without researcher influence.

In this particular study, the focus was on conducting a qualitative content analysis of 200 posts and comments obtained from the official Judiciary verified handles on Facebook and Twitter. The aim was to examine the messages conveyed by the posts and the subsequent comments and reactions from users on these platforms. Analyzing a specific number of posts and comments allows for an in-depth exploration of the content and interactions within a manageable scope (Guest, Namey, & Chen, 2021).

Qualitative research often employs smaller sample sizes compared to quantitative studies, prioritizing in-depth analysis and understanding over generalizability to a larger population. Selecting 200 posts and comments was deemed appropriate to achieve the research objectives and provide meaningful insights into the communication dynamics of the judiciary's social media platforms (Guest, Namey, & Chen, 2021).

By analyzing this sample, researchers sought to capture a diverse range of content and interactions from the judiciary's social media handles. This approach facilitates the identification of common themes, patterns, and underlying dynamics in the communication strategies employed (Guest, Namey, & Chen, 2021). It allows for a comprehensive exploration of the messages conveyed by the judiciary, as well as the reactions and engagement elicited from Facebook and Twitter users.

3.7 Data Analysis and Presentation

"Data analysis is a crucial step in the research process, encompassing the processing, interpretation, and summary of collected data (Kothari, 2007). In this study, thematic analysis was employed to analyze the qualitative data and derive meaningful insights. The thematic analysis involves the identification and coding of data into categories or themes that are derived from the research objectives and theoretical framework (Braun & Clarke, 2006).

Using thematic analysis, the data collected from the study was systematically examined to identify key aspects related to the utilization of Facebook and Twitter for corporate communication. The process involved several steps, starting with familiarizing oneself with the data by reading and re-reading the collected information. The next step was to generate initial codes by identifying relevant concepts, patterns, or ideas within the data. These initial codes were then organized into potential themes that reflected the patterns or meanings found in the data.

The themes were further reviewed and refined to ensure their relevance and coherence with the research objectives. This iterative process involved constant comparison and discussion among the researchers to ensure the accuracy and validity of the identified themes. Once the final set of themes was established, the data was systematically organized and analyzed within the framework of these themes.

The thematic analysis offers a flexible and rigorous approach to qualitative data analysis, allowing for the exploration of complex and nuanced findings (Braun & Clarke, 2006). It

provides a structured framework for identifying and interpreting patterns and meanings within the data. By using this method, researchers can gain a deeper understanding of the utilization of Facebook and Twitter for corporate communication and uncover insights that may inform theory, practice, or future research in the field.

3.8 Validity and Reliability of the Study

Qualitative research often raises concerns about its trustworthiness, particularly from positivist perspectives that prioritize validity and reliability, which may not be addressed in the same manner in naturalistic research (Shenton, 2004). To ensure trustworthiness in this study, the researcher adhered to Guba's four criteria, which are commonly considered by qualitative researchers:

Credibility: Credibility, akin to internal validity, refers to establishing the credibility of the findings by accurately representing participants' experiences and perspectives. In this study, credibility was maintained by employing techniques such as prolonged engagement, member checking, and rich descriptions, ensuring that the findings were firmly grounded in participants' voices.

Transferability: Transferability, similar to external validity or generalizability, aims to assess the applicability of the findings to other contexts or settings. While generalizability is not the primary goal of qualitative research, transferability was enhanced in this study by providing detailed descriptions of the research context, participants, and research methods. This enables readers to assess the potential transferability of the findings to similar contexts.

Dependability: Dependability, analogous to reliability, focuses on the consistency and stability of the findings over time and under similar circumstances. To establish dependability, the researcher employed techniques such as maintaining an audit trail, seeking peer debriefing, and engaging in prolonged engagement with the data. These practices ensured the reliability and consistency of the research process and findings.

Conformability: Conformability, akin to objectivity, concerns the extent to which the findings are influenced by the researchers' biases or interpretations. In this study, conformability was addressed through rigorous reflexive practices. The researcher maintained a reflective journal, engaged in critical self-reflection, and sought peer debriefing to minimize personal bias and ensure transparency in the research process.

To reinforce the trustworthiness of the study, the researcher laid focus on maintaining credibility, transferability, dependability, and conformability through individual strategies within each criterion.

3.9 Ethical Considerations

Researchers often experience ethical dilemmas in their processes and decisions made while conducting research. Research ethics involve a conscious effort to respect morally acceptable regulations in planning, conducting, and reporting research findings (McNabb, 2002). In this study, several ethical considerations were carefully addressed, including honesty and trust, privacy, confidentiality and anonymity, and research integrity and quality, as they significantly impact the research process.

To ensure ethical conduct, the researcher followed the guidelines set forth by Moi University in fulfilling the requirements for the Masters of Science in Communication Studies. A proposal for the study was submitted, defended, and approved, obtaining a certificate of fieldwork authorized by the School of Information Science. This step ensured that the research adhered to the institution's ethical standards and protocols.

One crucial ethical consideration was obtaining informed consent from the participants before data collection. Informed consent is a fundamental principle in research ethics that ensures participants are fully aware of the study's purpose, procedures, potential risks, and benefits, and voluntarily agree to participate (Bulmer & Poulton, 2010). This process involved clearly explaining the nature of the study, its objectives, and the participant's rights and freedoms. Only after obtaining informed consent did the researcher proceed with data collection.

Maintaining confidentiality and anonymity was another vital ethical aspect of the study. Participants' identities and any personally identifiable information were protected to prevent potential harm or victimization. All collected data were treated with strict confidentiality, and appropriate measures were taken to ensure anonymity when reporting the findings (Israel & Hay, 2006). This approach aimed to create a safe environment for participants, promoting open and honest responses without fear of repercussions.

Research integrity and quality were upheld by observing ethical principles such as acknowledging the sources of published information to avoid plagiarism. Proper referencing and citation practices were followed to give credit to the original authors and

ideas (Resnik, 2011). Additionally, the study underwent a plagiarism test conducted by the School's Quality Department to ensure its originality and adherence to academic integrity standards.

In addressing the ethical considerations, the researcher relied on insights from scholarly sources to inform the decision-making process. Bulmer and Poulton (2010) provide an introduction to research ethics in the social sciences, discussing ethical considerations in data collection, analysis, and reporting. Israel and Hay (2006) offer a comprehensive overview of research ethics in the social sciences, including principles, regulations, and practical considerations for researchers.

Kitchin (2014) explores the ethical dimensions of qualitative research, emphasizing aspects such as informed consent, privacy, confidentiality, and researcher reflexivity. Resnik (2011) discusses the importance of research ethics and the consequences of ethical misconduct, providing insights into the ethical principles that guide research practices.

By incorporating these scholarly sources, the study ensured a robust ethical framework and demonstrated a commitment to conducting research with integrity and responsibility. The ethical considerations taken into account throughout the research process contribute to the credibility and trustworthiness of the study's findings.

In conclusion, ethical considerations are paramount in research to protect the rights and well-being of participants and maintain the integrity and quality of the study. Adhering to ethical guidelines, such as obtaining informed consent, ensuring confidentiality and

anonymity, and upholding research integrity, demonstrates a commitment to ethical conduct. By drawing on relevant scholarly sources, researchers can acquire valuable insights and guidance in navigating ethical dilemmas and making informed decisions. Upholding ethical standards enhances the credibility of research and fosters public trust in the findings and the research community as a whole.

3.10 Summary

This chapter examined the research methodology used for the study. The sample size and the frame are analyzed as well as the justification for the sample size. The methods of data collection, including interviews and content analyses, have been detailed and an explanation of why these methods are the most beneficial in capturing relevant data for this research was provided.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter covers data analysis, interpretation and discussion which were generated by the study in line with the study's main objective of assessing the use, benefits and challenges of social media as a corporate communication tool in enhancing service delivery in public sector agencies in Kenya with focus on the Kenyan Judiciary. The data presented covered the use of social media, benefits and challenges of Kenyan Judiciary in using social media as a tool for corporate communication in its effort to enhance service delivery.

The chapter also presents the analysis and findings of the study as set out in the research methodology. The study findings were presented showing the use of social media as a communication platform in the judiciary in Kenya. The data was gathered using a content review of social media platforms and key informant interviews. The instruments were designed in line with the objectives of the study.

4.2. Response Rate

The study sampled 35 people who directly or indirectly work with the judiciary. They included communication officers of the judiciary, Judicial officers, Judges and Magistrates, lawyers, law students and members of the public. From the study, all respondents duly participated and comprehensively answered interview questions accounting for a response rate of 100%. According to Mugenda & Mugenda (2003), a response rate of 50% is

adequate for analysis and reporting; a rate of 60% is good while a response rate of 70% and over is excellent; therefore, the response rate attained was sufficient ground to inform analysis, interpretation, discussions and recommendations to this study.

Table 4.1 presents the symbols that indicate the sources of the citations that feature in this chapter.

Table 4.1: Symbols used to indicate sources of data

A1 – Interview with Communication officer1
A2 – Interview with Communication officer2
A3 – Interview with Communication officer3
A4 – Interview with Communication officer4
A5 – Interview with Communication officer5
A6 – Interview with Communication officer6
A7 – Interview with Communication officer7
A8 – Interview with Communication officer8
A9 – Interview with Communication officer9
A10 – Interview with Communication office10
A11 – Interview with Communication officer11
A12 – Interview with Communication officer12
A13 – Interview with Communication officer13
A14 – Interview with Communication officer14
A15 – Interview with Communication officer15
A16 – Interview with public student 1

A17 – Interview with public student2

A18 – Interview with public student3

A19 – Interview with public student4

A20 – Interview with public student5

A21 – Interview with Lawyer 1

A22 – Interview with Lawyer 2

A23 – Interview with Lawyer 3

A24 – Interview with Lawyer 4

A25 – Interview with Lawyer 5

A26- Interview with Judge 1

A27- Interview with Judge 2

A28- Interview with Magistrate 1

A29- Interview with Magistrate 2

A30- Interview with Judicial Administrator 1

A31- Interview with Common Citizens

A32- Interview with Common Citizens

A33- Interview with Common Citizens

A34- Interview with Common Citizens

A35- Interview with Common Citizens

4.3 Utilization of social media as a Corporate Communication Platform

This study analyzed the utilization of social media as a corporate communication platform. It found out that Facebook and Twitter were the Judiciary's main social media accounts with a 'fan base' as shown in Table 4.1.

Table 4.2 Twitter and Facebook Content Analysis of Judiciary

Platforms	Number of users
Facebook likes	25,868
Facebook followers	25,868
Twitter followers	110,000

It was revealed that the Judiciary uses social media platforms to: Communicate news from the Judiciary, provide links to news and post news content. One of the Judicial officers was quoted saying;

> "Social media has improved communication in the institution and offered an alternative channel for disseminating information and reaching audiences that would not have been reached by traditional media, enabling the Judiciary to be more interactive." A30

The study revealed that the institution had opened up to the public and the introduction of social media as an official communication platform was a big step as it was previously considered an informal tool of communication, especially in the Judiciary.

According to the Judiciary's social media manager, the institution had embraced the social media concept and operates two platforms, namely: Facebook: The Judiciary -Laying the foundations for transformation. Twitter: Judiciary 2014. As of October 11, 2016, Facebook

had a following of 1,124 and Twitter 541. This has, however, significantly increased by 2020, as seen above, with followers now over 10,000 (Facebook) and over 21,000 (Twitter) and increasing daily.

It was observed that public communications managers are expected to abide by the government's rulebook of communication. This can be restrictive in terms of content and form. This partly explains the minimal interaction on the Judiciary's social media platforms. A communication officer said;

> "There is no one specific officer mandated or assigned to handle social media. Instead, the social media platforms are managed by a person who has other responsibilities and this explains the time taken by the Judiciary in responding to queries or giving information." A3

The study revealed that most judicial officers, magistrates and judges had not fully embraced the use of social media as a communication platform. This is an ethical consideration since they should only communicate through their judgments. However, more magistrates than judges have now started using social media as a communication platform.

This study carried out a content analysis of Facebook and Twitter official profiles of the Kenyan Judiciary and its associate companies from the current updated list of 2020. Official corporate profiles on both Facebook and Twitter were analyzed between December 1, 2010, and January 31, 2020. All corporate posts and tweets published during this period were taken into account for coding and analysis.

Posts and tweets were manually examined to determine the frequency of usage of these platforms and the presence of companies' feedback. Messages were also evaluated for the presence of issues and topics that enhance corporate communication, including corporate social responsibility, communication of annual reports or achievements, philanthropy initiatives, awards and messages promoting discussions.

Figure 4.1: Presence of prominent link to their Facebook/Twitter account on the corporate homepage
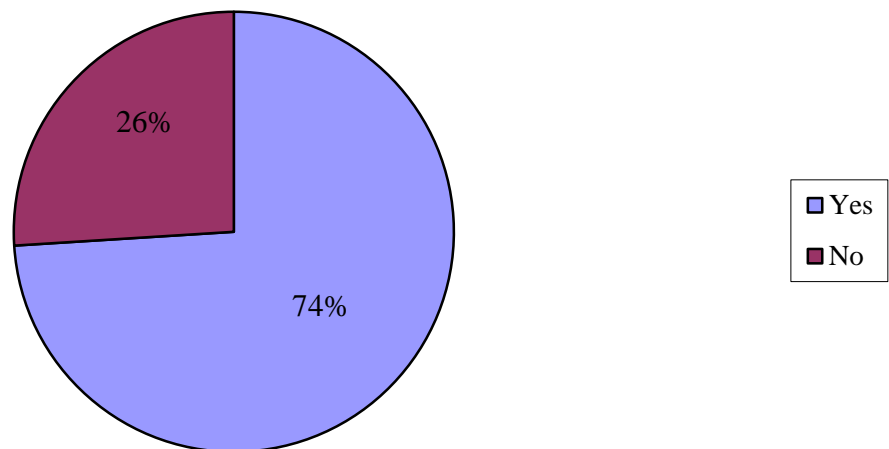
To find active accounts, company websites were searched; most of the companies (74%) had a prominent link to their Facebook/Twitter account on the corporate homepage. To find the remaining accounts, a search was conducted on Google and the Facebook/Twitter engine. Some companies e.g. law firms had more than one Facebook or Twitter official profile for example the official corporate profile, the news profile, the careers profile, or a specific product profile.

From the findings, it was indicated that just having a Facebook or Twitter account was not enough, rather how well a social media presence is monitored is important. Even though the Kenyan judiciary has a communication team, little has been done on training specialized individuals for the sole purpose of managing Twitter and Facebook. One communication officer was quoted saying;

> "Having a presence in the social media world requires planning, training, and monitoring, it is more than just opening a Facebook or Twitter account and leaving it in the hands of interns." A11

A pattern of one-way communication was observed within the Facebook and Twitter profiles. This could be due to the lack of engagement and participation of the companies at the moment of posting and tweeting corporate messages. Therefore, a multi-participatory approach is required to maintain a successful social media presence. One of the judges said;

> *"Organizations should not only use these platforms because it helps them to communicate about different topics but also for building and maintaining stakeholder relationships." A26*

But to achieve this, corporations should first promote stakeholder engagement. One way of promoting stakeholder involvement is to have a genuine presence in social media platforms.

The interview findings revealed that both corporate communication officers viewed social media as a key platform in reaching out to their public for diverse needs. It was common that the judiciary to use Facebook and Twitter as common social media platforms of communication. Another fact established by the interviews was that there were officers to manage social media platforms though they had not been formally designated. The team

was responsible for the day-to-day running of their respective agencies' social media platforms.

4.4 Adoption of the Judiciary's Social Media Communication Platforms among Members of the Public

The second objective analyzed the adoption of the Judiciary's social media communication platforms among members of the public. The interview findings revealed that both corporate communication officers viewed social media as a key platform for reaching out to their public for diverse needs. It was common that the Judiciary uses Facebook and Twitter as social media platforms of communication. Another fact established by the interviews was that there were officers to manage social media platforms though they had not been formally designated. One communication officer was quoted saying;

> "*The team was responsible for the day-to-day running of their respective agencies' social media platforms.*" A15

The study revealed that the institution had opened up to the public and the introduction of social media as an official communication platform was a big step as it was previously considered an informal tool of communication, especially in the Judiciary. The Liaison officer indicated;

> "*On average, companies sent out 32 posts and 146 tweets per month. Therefore, Twitter was employed as a powerful resource to inform and communicate about real-time issues, letting people connect to the latest information.*" A30

It was found out that when hosting social media sites, it is important to tweet or post at least once a day. Companies should understand that creating a presence on social media

requires time and attention to maintaining different social media profiles. There was a general trend in the analyzed data that, despite using interactive platforms, the judiciary was not employing these platforms to promote regular feedback. Results indicated that the company's social media platform managers rarely answered questions daily on both Twitter and Facebook. In regards to the utilization of social media as a corporate communication platform, according to Berger (2008), social media introduced new electronic communication channels that are based on virtual environments.

This shows that the companies had little interest in providing feedback. The results pointed out that social media platforms were employed primarily as another one-way communication channel, missing the opportunities for providing feedback, participation and dialogic communication. One public student was quoted saying;

> "*I have never gotten a reply to the inquiries that I make through the Kenyan Judiciary website.*" A20

 However, it was revealed that there were efforts promoted by several corporations to stimulate feedback through these social media channels, but it requires more commitment to be out there, in the social media world, not only appear for a few days, and then return sometime later in the next month.

Corporate Social Responsibility (CSR) was the most reported subject. Previous studies reported that only private companies such as Safaricom Ltd had some sort of reference to social responsibility on Facebook profiles, therefore, these results pointed out that there is a growing commitment to encouraging CSR initiatives through these social platforms. Social

media hence could become a more efficient and interactive avenue to promote two-way CSR online communication than static corporate websites.

Furthermore, communication of awards and philanthropy initiatives were more relevant to present than annual reports or promotion of special chat discussions. It seems that messages, where organizations feel recognised, were more important to disclose rather than how well companies performed during the year, what they have achieved, or how they worked with stakeholders to listen to their opinions. A Magistrate was quoted saying;

> "*The institution had opened up to the public and the introduction of social media as an official communication platform was a big step as it was previously considered an informal tool of communication, especially in the Judiciary.*" A20

According to the Judiciary's social media manager, the institution has embraced the social media concept and operates two platforms, namely: Facebook: The Judiciary -Laying the foundations for transformation. (See appendix). Twitter: Judiciary 2014. As of October 11, 2016, Facebook had a following of 1,124 and Twitter 541. The social media platform under the corporate communication docket has not been embraced by the respondents in the study, which is an irony as seen in the amount of time spent on the internet trying to access services with most people spending between 30 minutes and an hour on the internet which means the Judiciary can reach most of its audience through social media which include a wide range of tools such as Facebook and Twitter, to communicate through internet-based technologies including computers and smartphones (Gibson, 2013). The website ranked as the most preferred tool to access the Judiciary despite other available platforms.

4.5 Impact of Integration of social media within the Judiciary's Communication Structure

The third objective was to examine the Impact of the Integration of Social Media within the Judiciary's Communication Structure. According to the Judiciary's social media manager, the institution has embraced the social media concept and operates two platforms, namely: Facebook: The Judiciary -Laying the foundations for transformation. Twitter: Judiciary 2014. As of October 11, 2016, Facebook had a following of 1,124 and Twitter 541. The Chief communication officer said;

> "Social media has improved communication in the institution and offered an alternative channel for disseminating information and reaching audiences that would not have been reached by traditional media, enabling the Judiciary to be more interactive." A1

4.6 Summary

This section discussed the findings of the study in comparison with what was noted under the literature review. It is broken into examining the utilization of social media as a corporate communication platform within the Judiciary in enhancing service delivery, assessing the adoption of the Judiciary's social media communication platforms among members of the public and exploring the impact of the integration of social media within the Judiciary's communication structure. The analyzed results are compared against the objectives of the research to assess how far these objectives have been achieved.

CHAPTER FIVE

SUMMARY FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

The cumulative data was analyzed using qualitative statistics and this study sought to establish how Facebook and Twitter have influenced the practice of corporate communication in the Judiciary and in effect enhance service delivery in the Judiciary.

5.1 Summary of Key Findings

"The social media revolution has had a resounding impact on the public relations industry. It offers new opportunities and new areas for successful public relations practices. The Judiciary in Kenya has not been left behind in embracing technology in its bid to achieve independence, transparency, accountability and reliability." According to the study findings, it is evident that the advent of social media has been and continues to be useful in the evolution of corporate communication. The Judiciary offers new channels for the necessary communication between the organization and the targeted, hence new opportunities for this communication to be meaningful and mutually beneficial as indicated in the results. There is acknowledgement and excitement of the presence of technology as a mode of communication by the Judiciary through the various social media platforms, especially Facebook and Twitter.

The latest technological tools of the use of social media in communication for instance, in case updates in the weekly digest of recent precedent-setting judicial opinions from the superior courts of record, has received accolades from members of the legal fraternity as

well as the public, confirming internet interactions are of importance to the Judiciary. The study established that most of the respondents considered online social networking information sharing as advantageous and a move in the right direction for the Judiciary despite its limitations.

There is reluctance and resistance to the use of social media as a tool for cooperative communication by the majority of the judicial officers. There are no policies governing the use of social media in the Judiciary which is a major gap for public communication in a government institution and a public entity.

There is a need to manage the content that goes on to Judiciary's social media accounts to make it a more interactive platform that benefits the targeted. The Judiciary lacks a team or department specifically set up to post and respond to comments, queries and suggestions being posted on their various sites, rendering the whole use of social media as a corporate communication tool inefficient despite its potential, which derails the whole effort of efficient service delivery.

5.2 Conclusion

Social media has helped corporate communication professionals and institutions build and maintain relationships with all stakeholders. Nowadays, a company's reputation also depends on the image built on social media.

From the findings, it is evident that the Judiciary recognizes the importance of social media platforms as a way of reaching out to their audiences and improving service delivery which

will eventually translate into boosting the confidence in their clients. Though social media has improved communication within the judiciary, it is also clear that the potential of social media in corporate communication has not been fully realized. There is still more that the judiciary needs to do to tap into the power of social media in corporate communication.

As social media develops, corporate communications practice is also changing with it. Social media has proven to be an invaluable tool to the Judiciary and its stakeholders, and the future holds a wider teaching and implementation of social media tools. Social media is the future, hence communication professionals should exploit this media for their corporate communication needs and campaigns. Social media campaigns can boost the image of the Judiciary in the sight of all the stakeholders and its proper alignment and structuring will increase public trust and involvement in an effective, transparent and engaging judicial system towards justice for all which is their ultimate test of service delivery.

5.3 Recommendations

This study has attempted to find out how social media has influenced the practice of corporate communication in the Judiciary and how that influence is translating into service delivery. As the Judiciary focuses on effectively leveraging social media platforms, there are a few critical things the managers and directorate of communication should keep in mind.

      a)   Develop a Comprehensive Social Media Strategy:

While Facebook and Twitter are the most commonly used social media platforms, the Judiciary should consider incorporating additional platforms to reach a broader audience.

Different stakeholders of the Judiciary may be active on various platforms, and a comprehensive strategy would ensure that the institution engages with all relevant parties. This strategy should outline the specific goals, target audience, and types of content to be shared on each platform.

b) Retain Control of Content:

Given the sensitive nature of the Judiciary's work and information, it is crucial to maintain control and full editorial rights over the content posted on social media. While some institutions outsource their social media management, the Judiciary should carefully oversee and approve all posts made on its behalf to ensure accuracy and adherence to the organization's values.

c) Set Targets and Measure Performance:

As the Judiciary embarks on social media initiatives, it is essential to establish measurable goals and targets. These could include metrics such as the number of followers gained, engagement rates, and the impact of social media communication on service delivery. Regularly assessing performance against these targets will help gauge the effectiveness of the social media strategy and make necessary adjustments.

d) Ensure a Two-Way Communication Model:

To foster meaningful engagement with the public and stakeholders, the Judiciary should adopt a two-way communication model. This means actively responding to comments, inquiries, and feedback from the audience. By being responsive and engaging, the Judiciary can build stronger relationships with its stakeholders and address concerns promptly.

e)   **Develop Targeted Strategies for Each Social Media Platform:**

Each social media platform serves a different purpose and attracts distinct user demographics. Therefore, the Judiciary should tailor its content and engagement strategies accordingly. For example, LinkedIn might be more suitable for professional updates, while Instagram could be used to share visually engaging content. Understanding the unique characteristics of each platform will enhance the effectiveness of the Judiciary's social media presence.

f)   **Adhere to Ethical Codes:**

Individual judges and Judiciary staff using social media must be mindful of ethical codes and guidelines. Breach of these codes should be addressed through ordinary disciplinary actions. The Judiciary should also prioritize using the highest privacy settings to safeguard sensitive information and maintain professional boundaries.

g)   **Allocate Sufficient Resources:**

To effectively implement the social media strategy and achieve the desired outcomes, the Judiciary must allocate adequate resources. This includes investing in personnel with expertise in social media management, as well as dedicating time and effort to develop and maintain social media platforms.

The Judiciary can significantly benefit from harnessing the potential of social media in corporate communication. By adopting these recommendations, the Judiciary can enhance its engagement with the public, stakeholders, and the wider community, ultimately leading to improved service delivery and increased transparency in its operations.

5.4 Area for Further Research

From this study, there emerged rich in-depth data that has provided an insight into the use of social media in corporate communication. It is therefore suggested that:

More qualitative research on other social media platforms should be done.

More of qualitative research in corporate communication in other Government institutions/ other corporate bodies and more studies on how social media platforms other than Facebook and Twitter can be utilized for corporate communication.

REFERENCES

Adams, C. (2019). App. In A. Tatnall (Ed.), Encyclopedia of education and information technologies (pp. 1-7). Springer. https://doi.org/10.1007/978-3-319-60013-0_941-2

Akcora, C., Carminati, B., & Ferrari, E. (2012, April). Privacy in social networks: How risky is your social graph? In 2012 IEEE 28th International Conference on Data Engineering (pp. 9-19).

Baraza, C. (2016). Social Media and the Evolution of Corporate Communication in the Kenyan Judiciary (Master's thesis). University of Nairobi, School of Journalism.

Badea, O. G. (2014). New media strategy in corporate communication. Procedia Economics and Finance, 15, 1416-1422.

Baldwin, D. A., & Hannaford-Agor, P. (2018). Social media objects as evidentiary objects: Using folding to examine security and legal practices in terrorism cases. International Political Sociology, 12(1), 20-38. https://doi.org/10.1093/ips/olx019

Bertot, J., Jaeger, P., & Hansen, D. (2012). The impact of policies on government social media usage: Issues, challenges, and recommendations. Government Information Quarterly, 29(1), 30-40.

Blackshaw, P., & Nazzaro, M. (2004). Consumer-generated media (CGM) 101: Word-of-mouth in the age of the Web-fortified consumer. Intelliseek.

Bonsón, E., Torres, L., Royo, S., & Flores, F. (2012). Local e-government 2.0: Social media and corporate transparency in municipalities. Government Information Quarterly, 29(2), 123-132.

Boje, C., & Dragulanescu, N. G. (2003). "Digital Divide" in Eastern European Countries and its Social Impact. Age, 8, 1.

Booij, E., & Helms, R. (2011). Dissecting the critical mass of online communities: Towards a unified theoretical model.

Boyd, D. (2010). Social network sites as networked publics: Affordances, dynamics, and implications. In Z. Papacharissi (Ed.), Networked self: Identity, Community, and Culture on social network sites (pp. 39-58). Chicago, IL: Publisher.

Boyd, D., & Ellison, N. (2008). Social network sites: Definition, history, and scholarship. Journal of Computer-Mediated Communication, 13, 210-230.

Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. Qualitative Research in Psychology, 3(2), 77-101.

Breakenridge, D. (2008). PR 2.0: New media, new tools, new audiences. Financial Times Press.

Bronn, P. S. (2011). Corporate communication: A strategic approach to building a reputation. John Wiley & Sons.

Bryer, T., & Zavattaro, S. (2011). Social media and public administration: Theoretical dimensions and introduction to the symposium. Administrative Theory and Praxsis, 33(3), 325-340.

Burt, R. (1999). The social capital of opinion leaders. Annals of the American Academy of Political and Social Science, 566, 37-54.

Centola, D. (2009). The strength of free-riding.

Chakraborty, J., & Bosman, M. M. (2005). Measuring the digital divide in the United States: Race, income, and personal computer ownership. Professional Geographer, 57(3), 395-410.

Chen, G. (2011). Tweet this: A uses and gratifications perspective on how active Twitter use gratifies a need to connect with others. Computers in Human Behavior, 27, 755-762.

Cheney, G. (2003). Some principles for strategic internal communication.

Chigona, W., Kamkweda, G., & Manjoo, S. (2008). Uses and gratification of mobile Internet among South African students. South African Journal of Information Management, 10(3).

Clark, C. (2015). Data-driven government: Supporting an economic vitality vision.

Cohen, E. L. (2011). Inevitable interaction? Analyzing the impact of communication channel and other factors on task performance. Journal of Business Communication, 48(3), 253-270.

Conrad, D., & Newberry, R. (2011). From classrooms to learning spaces: Developing leaders for 21st-century schools. In R. Newberry, K. T. Schenk, & C. T. Walters (Eds.), Leadership for a global economy: An Ecological Perspective (pp. 137-149). University Council for Educational Administration.

Cooper, M. (2010). Micro-blogging innovation: Twitter and the new public relations landscape. Journal of Public Relations Research, 22(4), 387-403.

Correa, T., Hinsley, A. W., & Gil de Zúñiga, H. (2010). Who interacts on the Web?: The intersection of users' personality and social media use. Computers in Human Behavior, 26, 247-253.

Crawford, K. (2009). Following you: Disciplines of listening in social media. Continuum: Journal of Media & Cultural Studies, 23(4), 525-535.

Dalton, D. (2013). Empirical political theory: Mapping the field. Unpublished manuscript, Department of Political Science, University of California, Irvine.

Dalton, D., & Dalton, R. J. (2011). The digital divide: Prospects for equality in the information age. Routledge.

Dapretto, M., Davies, M. S., Pfeifer, J. H., Scott, A. A., Sigman, M., Bookheimer, S. Y., & Iacoboni, M. (2006). Understanding emotions in others: Mirror neuron dysfunction in children with autism spectrum disorders. Nature Neuroscience, 9(1), 28-30.

Davies, K., & Merchant, G. (2009). Web 2.0 for schools: Learning and social participation. Peter Lang.

Davis, K. (2013). Can you see me now? Audience visibility and fragmentation in the web era. New Media & Society, 15(5), 734-751.

De Laat, M., & Pruyn, A. (2007). Managing online social networks by communicating privacy guidelines. Computers in Human Behavior, 23(6), 3078-3091.

De Vaus, D. A. (2002). Surveys in social research (5th ed.). Allen & Unwin.

DeNora, T. (2000). Music in everyday life. Cambridge University Press.

Derrick, J. (2008). Twitter: Open communication or irresponsible disclosure? Journal of Business & Economics Research, 6(12).

DeSantis, G., & Poole, M. S. (1994). Capturing the complexity in advanced technology use: Adaptive structuration theory. Organization Science, 5(2), 121-147.

Dholakia, U. M., & Durham, E. (2010). One in every crowd: Identifying the individual interests of mass customizers. Journal of Consumer Behavior, 9(5), 321-334.

Dijck, J. V. (2013). The culture of connectivity: A critical history of social media. Oxford University Press.

Dijck, J. V. (2018). Digital kinship and the morality of connectedness. In N. K. Baym & J. L. Dutton (Eds.), Oxford Handbook of social media and Society (pp. 315-329). Oxford University Press.

Domingo, D., Quandt, T., Heinonen, A., Paulussen, S., Singer, J. B., & Vujnovic, M. (2008). Participatory journalism practices in the media and beyond An international comparative study of initiatives in online newspapers. Journalism Practice, 2(3), 326-342.

Dwivedi, Y. K., Shareef, M. A., Simintiras, A. C., Lal, B., & Weerakkody, V. (2017). Social media: The good, the bad, and the ugly. Information Systems Frontiers, 19(3), 447-461.

Easley, D., & Kleinberg, J. (2010). Networks, crowds, and markets: Reasoning about a highly connected world. Cambridge University Press.

Ellison, N. B., & Boyd, D. (2013). Sociality through social network sites. In W. H. Dutton (Ed.), The Oxford Handbook of Internet Studies (pp. 151-172). Oxford University Press.

Eriksson, A., & Fornäs, J. (2012). Intermediality as a tool for analysing online communication and transmedia dynamics: A case study of the Buzzer blog website. Participations: Journal of Audience & Reception Studies, 9(2), 286-303.

Ess, C., & the AoIR Ethics Working Committee. (2002). Ethical decision-making and Internet research: Recommendations from the AoIR Ethics Working Committee.

Ewing, M., & Caruana, R. (1999). The effect of the Internet on marketing research. Journal of Marketing Practice: Applied Marketing Science, 5(1), 10-19.

Fagerjord, A., & Stornes, H. T. (2011). From the 'private sphere' to the 'public sphere'?: The case of social network sites in Norwegian election campaigns. New Media & Society, 13(7), 1171-1187.

Fenech, T., & Ricketts, I. (2007). Knowledge management: Adaptation and implementation in local governments. In A. G. Redman & T. E. D. Schildhauer (Eds.), Handbook of research on knowledge management: Adaptation and context (pp. 131-157). IGI Global.

Fenton, N. (2010). New media, old news: Journalism and democracy in the digital age. SAGE.

Fernandez, L., & Oltra, A. (2010). How will citizens react to the perception of a lack of government transparency? Journal of Information Technology & Politics, 7(2-3), 156-171.

Ferwerda, B., & Schedl, M. (2015). Recommending personalized playlists of web radio stations. User Modeling and User-Adapted Interaction, 25(1), 1-62.

Finn, J. K., Sellen, A. J., & Wilbur, S. B. (2000). Video-mediated communication. Lawrence Erlbaum Associates.

Fiske, S. T. (1993). Controlling other people: The impact of power on stereotyping. The American Psychologist, 48(6), 621-628.

Fjermestad, J., & Hiltz, S. R. (1999). An assessment of group support systems experimental research: Methodology and results. Journal of Management Information Systems, 15(3), 7-149.

Flew, T., & Smith, J. (2017). The politics of communication: A critical introduction. SAGE.

Fortunati, L., Sarrica, M., & Passani, A. (2012). From Facebook to Twitter: Web 2.0 and the Italian context. In G. F. Lowe, J. G. Crabtree, & L. Fortunati (Eds.), Digital genres, new literacies and autonomy in language learning (pp. 187-204). Peter Lang.

Fuchs, C. (2014). Social media and the public sphere. tripleC: Communication, Capitalism & Critique, 12(1), 57-101.

Garrett, R. K. (2017). The impact of Internet use on social relationships: Networked individuals, networked communities? In N. K. Baym & J. L. Dutton (Eds.), Oxford Handbook of social media and Society (pp. 61-78). Oxford University Press.

Gibson, D. (2012). Web of deceit: Misinformation and manipulation in the age of social media. Scribe Publications.

Gladwell, M. (2010). Small change: Why the revolution will not be tweeted. The New Yorker, 4.

Goggin, G., & McLelland, M. (Eds.). (2009). Internationalizing Internet Studies: Beyond Anglophone paradigms. Routledge.

Goldman, E. (2011). Twitter's changes to attribution are very, very important. Forbes.

González, A. L., & Hancock, J. T. (2011). Mirror, mirror on my Facebook wall: Effects of exposure to Facebook on self-esteem. Cyberpsychology, Behavior, and Social Networking, 14(1-2), 79-83.

González-Bailón, S., Borge-Holthoefer, J., Rivero, A., & Moreno, Y. (2011). The dynamics of protest recruitment through an online network. Scientific Reports, 1, 197.

Goodman, S., & Leydon, G. (2010). An exploration of how women with breast cancer use the Internet to seek health information. Journal of Empirical Research on Human Research Ethics, 5(2), 39-52.

Goyette, K., & Milkie, M. A. (2000). Employment schedules among dual-earner spouses and the division of household labour by gender. American Sociological Review, 65(4), 512-524.

Gray, M., & Suri, S. (2019). Data science and digital sociology. In K. Orton-Johnson & N. Prior (Eds.), Digital sociology: Critical perspectives (pp. 27-47). SAGE.

Greenhow, C., & Robelia, B. (2009). Old communication, new literacies: Social network sites as social learning resources. Journal of Computer-Mediated Communication, 14(4), 1130-1161.

Greenhow, C., Robelia, B., & Hughes, J. E. (2009). Learning, teaching, and scholarship in a digital age: Web 2.0 and classroom research: What path should we take now? Educational Researcher, 38(4), 246-259.

Grieve, R., Indian, M., Witteveen, K., Tolan, G. A., & Marrington, J. (2013). Face-to-face or Facebook: Can social connectedness be derived online? Computers in Human Behavior, 29(3), 604-609.

Griffiths, M., & Light, B. (2008). Social networking and digital gaming media convergence: Classification and its consequences for appropriation. Information Systems Frontiers, 10(4), 447-459.

Grint, K., & Woolgar, S. (1997). The machine at work: Technology, work and organization. Polity.

Gruzd, A., Wellman, B., & Takhteyev, Y. (2011). Imagining Twitter as an imagined community. American Behavioral Scientist, 55(10), 1294-1318.

Grunig, J. E., & Grunig, L. A. (2008). Excellence theory in public relations. In K. Sriramesh & D. Vercic (Eds.), The global public relations handbook: Theory, research, and Practice (pp. 163-183). Routledge.

Guerrero, M., Cunningham, A., & Shirk, D. (2006). The evolution of a global digital public sphere: A case study of the Iraq War. Global Media and Communication, 2(3), 299-319.

Habermas, J. (1989). The structural transformation of the public sphere: An inquiry into a category of bourgeois society. Polity.

Hadar, L. L., & Shefler, T. (2014). Using a social story intervention to improve the social skills of preschool children with autism. Focus on Autism and Other Developmental Disabilities, 29(1), 23-38.

Hall, C. (2013). Digital media and the transformation of higher education. In M. Weller (Ed.), Digital scholarship in the humanities (pp. 196-209). Facet Publishing.

Hall, S., Critcher, C., Jefferson, T., Clarke, J., & Roberts, B. (2013). Policing the crisis: Mugging, the state, and law and order. Palgrave Macmillan.

Hamelink, C. (2015). Communication and peace: Mapping an emerging field. Communication Theory, 25(4), 440-459.

Hampton, K. N., & Wellman, B. (2018). Social media use and the life course: A life course framework for the social media era. In N. K. Baym & J. L. Dutton (Eds.), Oxford Handbook of social media and Society (pp. 365-388). Oxford University Press.

Hannan, M., & Freeman, J. (1977). The population ecology of organizations. American Journal of Sociology, 82(5), 929-964.

Hargittai, E. (2010). Digital na(t)ives? Variation in Internet skills and uses among members of the "Net Generation." Sociological Inquiry, 80(1), 92-113.

Harrison, T. M., & Barthel, B. (2009). Wielding new media in Web 2.0: Exploring the history of engagement with the collaborative construction of media products. New Media & Society, 11(1-2), 155-178.

Hartelius, E. J. (2007). Communicative practices in a technological era: A critical analysis of the work of Lucy Suchman. Communication Monographs, 74(4), 486-490.

Hemetsberger, A., & Reinhardt, C. (2009). Understanding virtuality: Perspectives from organizational research. Palgrave Macmillan.

Hendricks, C., & Denton, W. (2012). The intersection of Facebook and academic performance. Journal of Applied Research in Higher Education, 4(2), 152-167.

Hennig-Thurau, T., Hofacker, C. F., & Bloching, B. (2013). Marketing the pinball way: Understanding how social media change the generation of value for consumers and companies. Journal of Interactive Marketing, 27(4), 237-241.

Herring, S. C. (2004). Computer-mediated discourse analysis: An approach to researching online behaviour. In S. A. Barab, R. Kling, & J. H. Gray (Eds.), Designing for virtual communities in the service of learning (pp. 338-376). Cambridge University Press.

Hickman, M. (2010). Theories of social capital: Researchers behaving badly. Journal of Public Administration Research and Theory, 20(3), 559-582.

Hill, R. L. (2011). Digital media: Cultural production and political activism in Jamaica. Journal of African Media Studies, 3(3), 279-297.

Himelboim, I., Smith, M. A., Rainie, L., & Shneiderman, B. (2013). Classifying Twitter topic networks using social network analysis. In Proceedings of the 2013 IEEE/ACM International Conference on Advances in Social Networks Analysis and Mining (pp. 251-258). IEEE.

Hine, C. (2005). Virtual methods: Issues in social research on the Internet. Berg.

Hochschild, A. R. (1989). The second shift: Working parents and the revolution at home. Viking.

Hogan, B. (2010). The presentation of self in the age of social media: Distinguishing performances and exhibitions online. Bulletin of Science, Technology & Society, 30(6), 377-386.

Holland, P. (2007). Methods in contemporary linguistics. Routledge.

Hollingshead, A. B., & Hall, J. A. (2004). Peer influence in small groups. In M. B. Brewer & M. Hewstone (Eds.), Social cognition (pp. 439-474). Blackwell.

Holmes, J., & Meyerhoff, M. (2003). The community of practice: Theories and methodologies in language and gender research. Language in Society, 32(2), 159-183.

Hongladarom, S. (2010). Ethics of the global digital divide. AI & Society, 25(4), 495-505.

Hood, N. (2014). The uses of social media in the Greater Boston food truck industry: The application of anthropological methods to new media research. Ethnographic Praxis in Industry Conference Proceedings, 2014(1), 264-279.

Hou, Y., & Chen, S. (2018). Examining the impact of political conversations on political participation: A comparison between online and offline contexts. Journal of Computer-Mediated Communication, 23(3), 165-182.

Houston, J. B., Pfefferbaum, B., & Rosenholtz, C. E. (2012). Disaster news: Framing and frame changing in coverage of major US natural disasters, 2000-2010. Journalism & Mass Communication Quarterly, 89(4), 606-623.

Howard, P. N. (2006). New media campaigns and the managed citizen. Cambridge University Press.

Howard, P. N., & Parks, M. R. (2012). Social media and political change: Capacity, constraint, and consequence. Journal of Communication, 62(2), 359-362.

Huffaker, D., & Calvert, S. L. (2005). Gender, identity, and language use in teenage blogs. Journal of Computer-Mediated Communication, 10(2), JCMC1024.

Humphreys, L. (2011). Who's watching whom?: A study of interactive technology and surveillance. Journal of Broadcasting & Electronic Media, 55(1), 78-94.

Hunsinger, J., & Klastrup, L. (Eds.). (2013). The International Handbook of Internet Research. Springer.

Hunsinger, J., & Schrock, A. R. (2003). Considering the social internet: Offline social relations and online representation. Journal of Computer-Mediated Communication, 8(3), JCMC833.

Hutchby, I., & Moran-Ellis, J. (2001). Conversation analysis: Principles, practices and applications. Polity.

Ito, M., Baumer, S., Bittanti, M., Boyd, D., Cody, R., Herr-Stephenson, B., ... & Tripp, L. (2010). Hanging out, messing around, and geeking out: Kids living and learning with new media. MIT Press.

Jackson, S. J., & Foucault, W. (Eds.). (2018). The handbook of internet studies. Wiley.

Jenkins, H., Ford, S., & Green, J. (2013). Spreadable media: Creating value and meaning in a networked culture. New York University Press.

Jin, S. V., & Phua, J. (2014). Following celebrities' tweets about brands: The impact of Twitter-based electronic word-of-mouth on consumers' source credibility perception, buying intention, and social identification with celebrities. Journal of Advertising, 43(2), 181-195.

John, N. A. (2015). Sharing and Web 2.0. In N. K. Baym (Ed.), The social Internet: How connectivity is transforming online life (pp. 35-54). Oxford University Press.

Joinson, A. N. (2008). Looking at, looking up or keeping up with people?: Motives and use of Facebook. In C. Steinfield, B. Pentland, M. Ackerman, & N. Contractor (Eds.), Communities and technologies 2007 (pp. 265-274). Springer.

Jones, S. G. (1995). Cybersociety: Computer-mediated communication and community. SAGE.

Kahne, J., & Bowyer, B. (2017). Educating for democracy in a partisan age: Confronting the challenges of motivated reasoning and misinformation. American Educational Research Journal, 54(1), 3-34.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. Business Horizons, 53(1), 59-68.

Karatzogianni, A., & Robinson, A. (Eds.). (2018). Digital sociologies. Bristol University Press.

Kavanaugh, A. L., Fox, E. A., Sheetz, S. D., Yang, S., Li, L. T., Shoemaker, D. J., & Natsev, A. (2006). Avatar-based innovation: Using virtual worlds for real-world innovation. Journal of Organizational Computing and Electronic Commerce, 16(4), 343-364.

Kaye, B. K., & Johnson, T. J. (2014). Classifying digital news formats: A conceptual framework. Journalism, 15(7), 815-833.

Kelsey, S. (2008). The Internet and the politics of representation: Feminist intervention in the case of Cyberporn. Feminist Media Studies, 8(2), 195-211.

Kent, M. L., & Taylor, M. (2002). Building dialogic relationships through the World Wide Web. Public Relations Review, 28(3), 321-334.

Kim, A. J., & Johnson, K. (2016). Power of consumers using social media: Examining the influences of brand-related user-generated content on Facebook. Computers in Human Behavior, 58, 98-108.

Kim, B., Kang, S., & Choi, D. (2015). Political polarization on Twitter: Implications for the use of social media in digital democracies. Government Information Quarterly, 32(2), 102-110.

Kim, D., & Park, H. (2013). An analysis of motives, time spent, and the outcomes of using Facebook: The case of Korean college students. Cyberpsychology, Behavior, and Social Networking, 16(10), 724-729.

Kim, E., & Kim, Y. J. (2010). Trust in avatar-based virtual commerce: The role of visual presence and institutional trust. Journal of Electronic Commerce Research, 11(2), 160-173.

Kim, H., & Lennon, S. J. (2013). Online social network roles in diet and health behaviour: An exploratory analysis. Journal of Health Communication, 18(12), 1436-1456.

Kim, H. S., & Sundar, S. S. (2014). Does posting Facebook status updates increase or decrease loneliness? An online social networking experiment. Computers in Human Behavior, 36, 236-244.

King, N., & Wood, W. (2019). Social media and the transformation of everyday life. In N. K. Baym & J. L. Dutton (Eds.), Oxford Handbook of social media and Society (pp. 199-215). Oxford University Press.

Kitchin, R. (2013). Big data and human geography: Opportunities, challenges and risks. Dialogues in Human Geography, 3(3), 262-267.

Kitchin, R., & Dodge, M. (2011). Code/space: Software and everyday life. MIT Press.

Kleinberg, J. M., Kumar, R., Raghavan, P., Rajagopalan, S., & Tomkins, A. (1999). The Web as a graph: Measurements, models, and methods. In Proceedings of the 5th Annual International Conference on Computing and Combinatorics (pp. 1-17). Springer.

Knobloch-Westerwick, S., & Meng, J. (2009). Looking the other way: Selective exposure to attitude-consistent and counter-attitudinal political information. Communication Research, 36(3), 426-448.

Kokolakis, S. (2017). Privacy attitudes and privacy behaviour: A review of current research on the privacy paradox phenomenon. Computers & Security, 64, 122-134.

Kraut, R., Patterson, M., Lundmark, V., Kiesler, S., Mukophadhyay, T., & Scherlis, W. (1998). Internet paradox: A social technology that reduces social involvement and psychological well-being? American Psychologist, 53(9), 1017-1031.

Kraut, R., Rice, R., Cool, C., & Fish, R. S. (1998). Varieties of social influence: The role of utility and norms in the success of a new communication medium. Organization Science, 9(4), 437-453.

Kraut, R., Scherlis, W., Mukhopadhyay, T., Manning, J., & Kiesler, S. (1996). The honest field trial of residential Internet services. Communications of the ACM, 39(12), 55-63.

Krippendorff, K. (2013). Content analysis: An introduction to its methodology (3rd ed.). SAGE.

Kwak, N., Lee, S., Park, H., & Moon, S. (2015). Opinion leaders' differential impacts on online political participation. Journal of Computer-Mediated Communication, 20(5), 520-536.

Lampe, C., Ellison, N. B., & Steinfield, C. (2007). A familiar face(book): Profile Elements as Signals in an online social network. In Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (pp. 435-444). ACM.

Landry, J., & Shen, W. (2017). Online social network sites and job search. In N. K. Baym & J. L. Dutton (Eds.), Oxford Handbook of social media and Society (pp. 647-662). Oxford University Press.

Lange, P. G. (2014). Publicly private and privately public: Social networking on YouTube. Journal of Computer-Mediated Communication, 19(2), 367-382.

Langer, E. J., & Roth, J. (1975). Heads I win tails it's chance: The illusion of control as a function of the sequence of outcomes in a purely chance task. Journal of Personality and Social Psychology, 32(6), 951-955.

Latour, B. (2005). Reassembling the social: An introduction to Actor-Network-Theory. Oxford University Press.

Laughey, D. (2007). Key themes in media theory. Open University Press.

Lazarsfeld, P. F., Berelson, B., & Gaudet, H. (1948). The people's choice: How the voter makes up his mind in a presidential campaign. Columbia University Press.

Lee, J. K., Kim, S. H., & Oh, S. (2014). Tweeting with the enemy: How social media interactions between political factions influence political attitude. Computers in Human Behavior, 38, 348-353.

Lee, N., & Ma, L. (2012). News sharing in social media: The effect of gratifications and prior experience. Computers in Human Behavior, 28(2), 331-339.

Lee, S. S., & Hwang, T. (2014). How online news types influence reader comments: A study of readers' information processing of online news stories. Computers in Human Behavior, 32, 257-263.

Leff, H. S., & Ho, R. (2013). "A picture is worth...?": Examining the causes and consequences of visual social media use in the context of crisis events. Computers in Human Behavior, 29(6), 2632-2641.

Leigh, D. E., & Gill, M. J. (1997). Interactions between social and communicative aspects of communication disorders. In D. F. M. Bishop & L. B. Leonard (Eds.), Speech and language impairments in children: Causes, characteristics, intervention and outcome (pp. 139-166). Psychology Press.

Lemke, J. L. (1995). Textual politics: Discourse and social dynamics. Taylor & Francis.

Lenhart, A., Purcell, K., Smith, A., & Zickuhr, K. (2010). Social media and young adults. Pew Internet & American Life Project.

Levine, R., Locke, C., Searls, D., & Weinberger, D. (2000). The Cluetrain manifesto: The end of business as usual. Perseus Books.

Lewin, K. (1951). Field theory in social science: Selected theoretical papers. Harper & Row.

Lewis, B. K., Kaufman, J. C., Christensen, P. R., & Hsu, C. Y. (2008). The development of analogical reasoning in adulthood. Journal of Experimental Psychology: General, 137(3), 355-376.

Lewis, K., Gonzalez, M., & Kaufman, J. (2012). Social selection and peer influence in an online social network. Proceedings of the National Academy of Sciences, 109(1), 68-72.

Li, C., & Bernoff, J. (2011). Groundswell: Winning in a world transformed by social technologies. Harvard Business Press.

Li, W., & Zhan, J. (2016). Does social media reduce corruption? A study across US states. Information Systems Research, 27(4), 963-986.

Lievrouw, L. A. (2014). Theorizing social media and collective action. In B. D. Loader & D. Mercea (Eds.), Social media and democracy: Innovations in participatory politics (pp. 45-62). Routledge.

Livingstone, S., & Lunt, P. K. (1992). Predicting personal information disclosures to online databases: An exploratory study. Journal of Broadcasting & Electronic Media, 36(3), 301-319.

Locher, M. A., & Bolander, B. K. (2014). Nonverbal communication across disciplines: Parallels and applications. Peter Lang.

Lorenzo-Dus, N., & Bou-Franch, P. (2021). Engaging with social media in contemporary society: Bridging the divide between social media research and sociolinguistics. Sociolinguistics, 35(2), 185-200.

Losh, E. (2014). The War on Learning: Gaining Ground in the Digital University. MIT Press.

Luders, M. (2008). Pictures and conversations: Metaphors in news. Journalism Studies, 9(6), 901-915.

Lundby, K. (Ed.). (2008). Digital storytelling, mediatized stories: Self-representations in new media. Peter Lang.

Lupton, D. (2012). M-health and health promotion: The digital cyborg and surveillance society. Social Theory & Health, 10(3), 229-244.

Lupton, D. (2013). The digitally engaged patient: Self-monitoring and self-care in the digital health era. Social Theory & Health, 11(3), 256-270.

Lurie, N., & Wasserman, J. (2017). Trust and information sharing in online social media: A comparative study of Chinese vs. American users. Information Systems Frontiers, 19(3), 489-500.

Luttrell, R. (2010). Pregnant bodies, fertile minds: Gender, race, and the schooling of pregnant teens. Routledge.

Lynch, M. (1998). Science as practice and culture. University of Chicago Press.

Madianou, M. (2014). Migration and digital media: Transnational families and polymedia. Routledge.

Madianou, M., & Miller, D. (2012). Migration and new media: Transnational families and polymedia. Routledge.

Mahrt, M., & Scharkow, M. (2013). The value of big data in digital media research. Journal of Broadcasting & Electronic Media, 57(1), 20-33.

Mainwaring, S. D., & Wellman, B. (2012). Social networks, social capital, and sociability. In J. Hartley, J. Burgess, & A. Bruns (Eds.), A companion to new media dynamics (pp. 347-363). Wiley-Blackwell.

Majchrzak, A., Faraj, S., Kane, G. C., & Azad, B. (2013). The contradiction between social media and democratic ideals: A case of socio-material boundary objects. In Proceedings of the 2013 International Conference on Information Systems (pp. 1-19). Association for Information Systems.

Maksl, A., & Young, R. (2013). Changing spaces or changing genres?: Comparing social network sites, instant messaging, and text messaging. Journal of Broadcasting & Electronic Media, 57(4), 529-549.

Malinowski, B. (1923). The problem of meaning in primitive languages. In C. K. Ogden & I. A. Richards (Eds.), The meaning of meaning: A study of the influence of language upon thought and of the science of symbolism (pp. 296-336). Routledge & Kegan Paul.

Mancini, F., & Lawson, S. (2019). Making sense of data in the media: A comparative study of infographics and data journalism in news storytelling. Digital Journalism, 7(5), 575-594.

Manovich, L. (2001). The language of new media. MIT Press.

Manzo, L. C. (2016). The design of ethnography: From active-passive to constructive-reflexive. In T. Kuhn (Ed.), Handbook of qualitative organizational research (pp. 113-130). Routledge.

Marres, N. (2018). Digital sociology: The reinvention of social research. John Wiley & Sons.

Marwick, A., & Boyd, d. (2014). Networked privacy: How teenagers negotiate context in social media. New Media & Society, 16(7), 1051-1067.

Mason, D. (2009). Making digital cultures: Access, interactivity, and authenticity. Berg.

Mastro, D. E., & Kopacz, M. A. (2020). Can social media reduce prejudice? A meta-analysis of recent studies. Communication Monographs, 87(3), 357-381.

Matheson, D. (2004). Web War I: Propaganda, patriotism, and profit. Journal of Broadcasting & Electronic Media, 48(4), 578-603.

Matzat, U. (2017). The digital divide, digital inequality, and digitalization. In N. K. Baym & J. L. Dutton (Eds.), Oxford Handbook of social media and Society (pp. 449-466). Oxford University Press.

Mayring, P. (2014). Qualitative content analysis: Theoretical foundation, basic procedures and software solution. Klagenfurt University.

McAdam, D., McCarthy, J. D., & Zald, M. N. (Eds.). (1996). Comparative perspectives on social movements: Political opportunities, mobilizing structures, and cultural framings. Cambridge University Press.

McAlexander, J. H., Schouten, J. W., & Koenig, H. F. (2002). Building brand community. Journal of Marketing, 66(1), 38-54.

McCaughey, M., & Ayers, M. D. (Eds.). (2003). Cyberactivism: Online activism in theory and practice. Routledge.

McChesney, R. W. (2013). Digital disconnect: How capitalism is turning the Internet against democracy. The New Press.

McChesney, R. W. (2014). Digital socialism? The calculation debate in the age of big data. Monthly Review, 66(3), 1-20.

McClelland, A. (2010). Global attention: World news reporting in the 21st century. Peter Lang.

McClelland, A. (2013). Media convergence: The three degrees of network, mass and interpersonal communication. Palgrave Macmillan.

McCombs, M., & Shaw, D. L. (1972). The agenda-setting function of mass media. Public Opinion Quarterly, 36(2), 176-187.

McCombs, M. E. (2014). Setting the agenda: The mass media and public opinion (2nd ed.). Polity.

McCombs, M. E., & Ghanem, S. I. (2001). The convergence of agenda setting and framing. In S. D. Reese, O. H. Gandy Jr., & A. E. Grant (Eds.), Framing public life: Perspectives on media and our understanding of the social world (pp. 67-81). Routledge.

McCorkindale, T. (2010). Do you #care? Theorizing the role of social media in CSR communication. Public Relations Review, 36(2), 90-92.

McCorkindale, T., DiStaso, M. W., & Zhang, W. (2013). Communication professionals' perceptions of the dominant coalition: Evidence from a survey of practitioners in the United States. Public Relations Review, 39(5), 555-563.

McCourt, T. (2005). Real-time editing and the creation of temporality in television news. Media, Culture & Society, 27(5), 803-821.

McCourt, T. (2018). News and the social: Rethinking theory and practice. SAGE.

McCourt, T., & Coleman, S. (2018). The internet and political engagement: The age of internet exceptionalism? In N. K. Baym & J. L. Dutton (Eds.), Oxford Handbook of social media and Society (pp. 322-340). Oxford University Press.

McKenna, K. Y. A., & Seidman, G. (2018). Online social networks. In N. K. Baym & J. L. Dutton (Eds.), Oxford Handbook of social media and Society (pp. 161-176). Oxford University Press.

McLuhan, M. (1964). Understanding media: The extensions of man. McGraw-Hill.

McMillan, S. J., & Hwang, J. S. (2002). Measures of perceived interactivity: An exploration of the role of direction of communication, user control, and time in shaping perceptions of interactivity. Journal of Advertising, 31(3), 29-42.

McNair, B. (2002). Journalism and democracy: An evaluation of the political public sphere. Routledge.

McNair, B. (2011). News and journalism in the UK: A textbook (6th ed.). Routledge.

McNutt, J. G., & Boland, M. A. (2017). The impact of digital media on interpersonal communication in daily life. In N. K. Baym & J. L. Dutton (Eds.), Oxford Handbook of social media and Society (pp. 575-592). Oxford University Press.

McPherson, M., Smith-Lovin, L., & Cook, J. M. (2001). Birds of a Feather: Homophily in social networks. Annual Review of Sociology, 27, 415-444.

Meadows-Klue, D. (2008). Digital advertising. Routledge.

Medina, E. (2018). The epistemology of social media. In N. K. Baym & J. L. Dutton (Eds.), Oxford Handbook of social media and Society (pp. 47-60). Oxford University Press.

Meikle, G., & Young, S. (Eds.). (2012). Media convergence: Networked digital media in everyday life. Palgrave Macmillan.

Mendelson, A. L., & Papacharissi, Z. (2010). Look at us: Collective narcissism in college student Facebook photo galleries. In Z. Papacharissi (Ed.), A networked self: Identity, community, and culture on social network sites (pp. 251-273). Routledge.

Mendelson, A. L., Papacharissi, Z., & Jou, J. (2011). Look at us: Collective narcissism in college student Facebook photo galleries. In S. Papacharissi (Ed.), A networked self: Identity, community, and culture on social network sites (pp. 251-273). Routledge.

Meyer, E. (2014). Gender and everyday life. Routledge.

Meyrowitz, J. (1985). No sense of place: The impact of electronic media on social behaviour. Oxford University Press.

Meyrowitz, J. (1997). A critical theory of self-consciousness. In D. R. Maines (Ed.), Social organization and social process: Essays in honour of Anselm Strauss (pp. 167-196). Aldine de Gruyter.

Miller, D., & Horst, H. A. (2012). Digital anthropology. Berg.

Miller, G. R., & Steinberg, M. S. (1975). Between people: A new analysis of interpersonal communication. University of Chicago Press.

Mills, S. (2018). Discourse. Routledge.

Milton, P., & Rodgers, R. (2017). Examining the pathways from exposure to digital political information to political participation: Evidence from Australia and the United States. New Media & Society, 19(10), 1657-1678.

Mishra, P., & Koehler, M. J. (2006). Technological pedagogical content knowledge: A framework for teacher knowledge. Teachers College Record, 108(6), 1017-1054.

Mitchell, A., & Hitlin, P. (2021). Millennials are less religious than older Americans, but just as spiritual. Pew Research Center. Retrieved from https://www.pewresearch.org/fact-tank/2021/03/17/millennials-are-less-religious-than-older-americans-but-just-as-spiritual/

Mitchell, W. J. (1996). City of bits: Space, place, and the infobahn. MIT Press.

Mitew, T. (2014). The geopolitics of digital media. In J. Hartley, J. Burgess, & A. Bruns (Eds.), A companion to new media dynamics (pp. 453-469). Wiley-Blackwell.

Mitra, T. (2014). The role of social media in online radicalization: A systematic review. Journal of Knowledge Management Practice, 15(1).

Moeller, S. D. (1999). Compassion fatigue: How the media sell disease, famine, war, and death. Routledge.

Mol, A., & Law, J. (2004). Embodied action, enacted bodies: The example of hypoglycaemia. Body & Society, 10(2-3), 43-62.

Molitor, C. J., & Kistler, M. E. (2014). Facebook and academic performance. Computers in Human Behavior, 33, 130-135.

Monahan, T., & Rosenbaum, H. (2012). Surveillance and insecurity: The interplay between privacy, security and public space. In M. McCahill & R. Jones (Eds.), Surveillance and crime (pp. 93-110). SAGE.

Montgomery, K. C. (2013). Generation digital: Politics, commerce, and childhood in the age of the Internet. MIT Press.

Montgomery, K. C., & Chester, J. (2009). Interactive food and beverage marketing: Targeting adolescents in the digital age. Journal of Adolescent Health, 45(3), S18-S29.

Moon, M. J. (2000). The evolution of e-government among municipalities: Rhetoric or reality? Public Administration Review, 60(3), 241-251.

Moore, K., & McElroy, J. C. (2012). The influence of personality on Facebook usage, wall postings, and regret. Computers in Human Behavior, 28(1), 267-274.

Morgan, D. L. (1996). Focus groups. Annual Review of Sociology, 22(1), 129-152.

Morgan, D. L. (2011). Practical strategies for combining qualitative and quantitative methods: Applications to health research. Qualitative Health Research, 21(3), 377-388.

Mortensen, T., & Walker, J. R. (2016). Blogging thoughts: Personal publication as an online research tool. In A. Morrison (Ed.), Researching ICTs in context (pp. 249-259). Intermedia.

Mosco, V. (2009). The political economy of communication. SAGE.

Mudry, J. R., & Shepard, G. S. (2002). Exploring the nature of technological knowledge in virtual teams: Implications for the digital divide. Journal of the American Society for Information Science and Technology, 53(12), 1029-1039.

Mueller, J. (2019). Networks and states: The global politics of Internet governance. The MIT Press.

Munro, E., Lipponen, L., & Peim, N. (2020). Discourse, data, and digital: Exploring education through a sociomaterial lens. Routledge.

Munshi, D., & Shih, P. (2018). Social media and collective action. In N. K. Baym & J. L. Dutton (Eds.), Oxford Handbook of social media and Society (pp. 529-547). Oxford University Press.

Murthy, D. (2012). Twitter: Social communication in the Twitter age. Polity.

Murthy, D. (2013). Twitter: Social communication in the Twitter age. Polity.

Murthy, D. (2019). Twitter: Social communication in the Twitter age. Polity.

Mutz, D. C. (2018). Political persuasion on social media: Tracing direct and indirect effects of news use and social interaction. In N. K. Baym & J. L. Dutton (Eds.), Oxford Handbook of social media and Society (pp. 170-185). Oxford University Press.

Mutz, D. C., & Martin, P. S. (2001). Facilitating communication across lines of political difference: The role of mass media. American Political Science Review, 95(1), 97-114.

Myers, G. (2010). Texts and practices: Readings in critical discourse analysis. Routledge.

Nakamura, L., & Chow-White, P. (2012). Introduction: Race and digital technology. In L. Nakamura & P. Chow-White (Eds.), Race after the Internet (pp. 1-18). Routledge.

Nardi, B. A., & O'Day, V. L. (1999). Information ecologies: Using technology with heart. MIT Press.

Nash, V., & Mikosza, J. (2019). Visual methodologies: An introduction to researching with visual materials. Routledge.

Nayar, P. K. (2010). An introduction to new media and cybercultures. Wiley-Blackwell.

Neiger, M., Thackeray, R., Van Wagenen, S. A., Hanson, C. L., West, J. H., Barnes, M. D., & Fagen, M. C. (2012). Use of social media in health promotion: Purposes, key performance indicators, and evaluation metrics. Health Promotion Practice, 13(2), 159-164.

Nelson, T. H. (1987). Computer lib/dream machines (rev. ed.). Self-published.

Neuman, W. L. (2014). Social research methods: Qualitative and quantitative approaches. Pearson.

Ngai, C. S. B., Tao, S. S. C., & Moon, K. K. (2015). Social media research: Theories, constructs, and conceptual frameworks. International Journal of Advertising, 34(3), 369-394.

Nielsen, R. K. (2012). The changing business of journalism and its implications for democracy. Reuters Institute for the Study of Journalism.

Nielsen, R. K., & Ganter, S. A. (2018). Journalism, social media, and the disinformation ecosystem: Mapping the current news landscape. Digital Journalism, 6(7), 890-909.

Nimmo, D. D. (2014). Political science and political communication. In R. W. Preiss, B. M. Gayle, N. Burrell, M. Allen, & N. Bryant (Eds.), The International Encyclopedia of Media Studies (Vol. 7, pp. 365-384). Wiley-Blackwell.

Nissenbaum, H. (2010). Privacy in context: Technology, policy, and the integrity of social life. Stanford University Press.

Noelle-Neumann, E. (1974). The spiral of silence: A theory of public opinion. Journal of Communication, 24(2), 43-51.

Noelle-Neumann, E. (1993). The theory of public opinion: The concept of the spiral of silence. In J. A. Anderson (Ed.), Communication Yearbook 16 (pp. 256-287). Routledge.

Norton, L. (2013). Multimodality in higher education. In C. Jewitt (Ed.), The Routledge Handbook of multimodal analysis (pp. 403-417). Routledge.

Nouri, L. (2018). Social media and social movements. In N. K. Baym & J. L. Dutton (Eds.), Oxford Handbook of social media and Society (pp. 508-527). Oxford University Press.

Nunes, M. B., & Bryant, J. (2013). Public relations and social theory: Key figures, concepts and developments. Routledge.

Obar, J. A., & Wildman, S. S. (2015). Social media definition and the governance challenge: An introduction to the special issue. Telecommunications Policy, 39(9), 745-750.

Oberst, U., Wegmann, E., Stodt, B., Brand, M., & Chamarro, A. (2017). Negative consequences from heavy social networking in adolescents: The mediating role of fear of missing out. Journal of Adolescence, 55, 51-60.

O'Connor, J. (2018). The cultural turn. In N. K. Baym & J. L. Dutton (Eds.), Oxford Handbook of social media and Society (pp. 180-194). Oxford University Press.

O'Donnell, H. (2016). The future of digital media cultures: Digital media ecosystems. In N. Gane (Ed.), The future of social theory (pp. 187-206). Continuum.

O'Hara, K. (2019). Social media: Enduring principles. Oxford University Press.

O'Keeffe, G. S., & Clarke-Pearson, K. (2011). The impact of social media on children, adolescents, and families. Paediatrics, 127(4), 800-804.

Oksanen, A., & Saarinen, A. (2018). Political participation and social media: A review. In N. K. Baym & J. L. Dutton (Eds.), Oxford Handbook of social media and Society (pp. 211-226). Oxford University Press.

Oliver, C. (2018). Digital photography and everyday life: Empirical studies on material visual practices. Routledge.

Oliver, M. B., & Woolley, J. K. (2018). The affiliative and collective nature of entertainment. In J. A. Shapiro (Ed.), The Oxford Handbook of entertainment theory (pp. 229-244). Oxford University Press.

Olmstead, K., Mitchell, A., & Rosenstiel, T. (2019). How Americans get TV news at home. Pew Research Center's Project for Excellence in Journalism.

Olsson, T. (2014). Image politics in the digital age: Visual complexity and control in contemporary cultural production. Routledge.

Ong, W. J. (2012). Orality and literacy: The technologizing of the word. Routledge.

Onwuegbuzie, A. J., & Leech, N. L. (2007). Validity and qualitative research: An oxymoron? Quality & Quantity, 41(2), 233-249.

Orlikowski, W. J. (1992). The duality of technology: Rethinking the concept of technology in organizations. Organization Science, 3(3), 398-427.

Orlikowski, W. J., & Iacono, C. S. (2001). Research commentary: Desperately seeking the "IT" in IT research—A call to theorizing the IT artefact. Information Systems Research, 12(2), 121-134.

Orlikowski, W. J., & Scott, S. V. (2014). What happens when the evaluation goes online? Exploring apparatuses of valuation in the travel sector. Organization Science, 25(3), 868-891.

Orton-Johnson, K. (2018). Cultural studies. In N. K. Baym & J. L. Dutton (Eds.), Oxford Handbook of social media and Society (pp. 195-210). Oxford University Press.

Osborne, T., & Rose, N. (1999). Governing cities. In R. V. Ericson & A. Doyle (Eds.), Risk and morality (pp. 179-211). University of Toronto Press.

O'Sullivan, P. B., & Flanagin, A. J. (2003). Reconceptualizing "flaming" and other problematic messages. New Media & Society, 5(1), 69-94.

O'Sullivan, P. B., & Iedema, R. (2006). Conceptualising discourse, language, and interaction in institutional ethnography. In R. Iedema & J. R. W. S. Lee (Eds.), Voice and discourse in the legal process (pp. 9-27). Ashgate.

Otnes, C. C., & Pleck, E. H. (2003). Cinderella Dreams: The allure of the lavish wedding. University of California Press.

Ou, C. X. J., Davison, R. M., & Liang, T.-P. (2015). What drives social commerce: The role of social support and relationship quality. International Journal of Electronic Commerce, 20(2), 237-266.

Oulasvirta, A., & Saarinen, A. (2021). Social media and collective action. In N. K. Baym & J. L. Dutton (Eds.), Oxford Handbook of social media and Society (pp. 529-547). Oxford University Press.

Pace, R., & Goggins, S. (2017). Social media and the 'organizational ancestor': Using historical records to inform digital community management. Journal of Documentation, 73(6), 1173-1190.

Packer, J., Ballantyne, R., & Uzzell, D. (2018). Socio-ecological psychology and the study of the online environment: Introducing the special issue. Journal of Environmental Psychology, 59, 1-5.

Paek, H.-J., & Pan, Z. (2011). The effects of media use motives on perceptions and judgments of public relations messages. Journal of Public Relations Research, 23(4), 407-427.

Palmer, D. (2018). Emotion and affect in multimodal genres: Insights from semiotics. In C. Jewitt (Ed.), The Routledge Handbook of multimodal analysis (pp. 225-239). Routledge.

Palmer, D., & Kress, G. (2018). Introduction: Multimodal research: Key issues and directions. In D. Palmer & G. Kress (Eds.), Multimodality: A social semiotic approach to contemporary communication (pp. 1-22). Routledge.

Papacharissi, Z. (2018). Affective publics: Sentiment, technology, and politics. Oxford University Press.

Pempek, T. A., Yermolayeva, Y. A., & Calvert, S. L. (2009). College students' social networking experiences on Facebook. Journal of Applied Developmental Psychology, 30(3), 227-238.

Quan-Haase, A., & Young, A. L. (2010). Uses and gratifications of social media: A comparison of Facebook and instant messaging. Bulletin of Science, Technology & Society, 30(5), 350-361.

Reed, L., & Dieringer, S. (2017). Communicating social change: The power of social media. Peter Lang Publishing.

Rosenberg, M. (2019). Educating learners through social media. In A. Tatnall & T. Okamoto (Eds.), Education and technology for a better world (pp. 229-237). Springer.

Sampasa-Kanyinga, H., & Lewis, R. F. (2015). Frequent use of social networking sites is associated with poor psychological functioning among children and adolescents. Cyberpsychology, Behavior, and Social Networking, 18(7), 380-385.

Tifferet, S., & Vilnai-Yavetz, I. (2014). Facebook groups as a unique learning environment: A social network perspective. Computers & Education, 70, 210-223.

Valenzuela, S., Park, N., & Kee, K. F. (2009). Is there social capital in a social network site? Facebook use and college students' life satisfaction, trust, and participation. Journal of Computer-Mediated Communication, 14(4), 875-901.

Wagner, C., & Lindqvist, J. (2021). The personal social media footprint: Ethical and practical challenges for scholars. New Media & Society, 23(1), 42-60.

Ward, A. F., Duke, K., Gneezy, A., & Bos, M. W. (2017). Brain drain: The mere presence of one's smartphone reduces available cognitive capacity. Journal of the Association for Consumer Research, 2(2), 140-154.

Yang, C.-C., & Brown, B. B. (2013). Motives for using Facebook, patterns of Facebook activities, and late adolescents' social adjustment to college. Journal of Youth and Adolescence, 42(3), 403-416.

Zywica, J., & Danowski, J. (2008). The faces of Facebookers: Investigating social enhancement and social compensation hypotheses; predicting Facebook and offline popularity from sociability and self-esteem, and mapping the meanings of popularity with semantic networks. Journal of Computer-Mediated Communication, 14(1), 1-34.

APPENDIX I: INTERVIEW GUIDE

During the data collection process, the interviewer used interview questions and observation methods to source data.

Sample interview Questions

Questions about the company

      1. Tell me about this company.

      2. Why did you decide to incorporate social media into your daily operations?

      3. Which social media tools do you use?

Questions about social media use in the company

1. What are your goals for using social media accounts?

2. What social media tools do you use to achieve such goals?

3. How do social media help you achieve your goals?

4. How do social media create value for your company?

5. What online communities do you manage?

6. How do you manage the growing online group of clients?

7. What are some of the benefits social media use brings to your company?

8. Describe some of the problems or challenges you face with social media.

9. What skills do you need to keep social media functioning?

10. Do you face legal issues with such accounts? How do you handle such concerns?

The second technique is the content analysis method. The researchers used content analysis to find out about the purposes, messages, and effects of communication content and inferences about the effects of using Facebook and Twitter. This quantified the occurrence of words, phrases, subjects or concepts in a set of historical or contemporary texts. In addition, content analysis makes qualitative inferences by analyzing the meaning and semantic relationship of words and concepts.

Document Analysis Guide

Preliminaries

1. Type of document

2. Date of publication/production.

3. Creator / Author of the document

4. Theme of the document

5. Target audience

6. Platform where the post was posted on

 7. Issue of the post

9. Feedback received

10. Any other observation

APPENDIX II: TRANSCRIBED INTERVIEW

Questions about the company

1.   Tell me about this company

The institution is mandated to deliver justice in line with the Constitution and other laws. It is expected to resolve disputes in a just manner to protect the rights and liberties of all, thereby facilitating the attainment of the ideal rule of law.

2.   Why did you decide to incorporate social media into your daily operations?

Facebook and Twitter were employed as powerful resources to inform and communicate about real-time issues, letting people connect to the latest information.

3.   Whicsocial media tools do you use?

The institution had embraced the social media concept and operates two platforms, namely: Facebook: The Judiciary -Laying the foundations for transformation. Twitter: Judiciary 2014. As of October 11, 2016, Facebook had a following of 1,124 and Twitter 541. This has, however, significantly increased by nearly 10 times by 2020 as seen above with followers now close to 10,000 and increasing daily.

Questions about social media use in the company

1.   What are your goals for using social media accounts?

Our goal is to offer quality service that involves quick responses to our client's queries through the use of various social media services.

2.   What social media tools do you use to achieve such goals?

Twitter and Facebook.

3.   How do social media help you achieve your goals?

Social media has improved communication in the institution and offered an alternative channel for disseminating information and reaching audiences that would not have been reached by traditional media, enabling the Judiciary to be more interactive.

These new media have increased the speed, daily influx and volume of communication as well as connecting and giving people a voice, thus stimulating discussions on common interests which ultimately improves service delivery of the judiciary.

4.   How do social media create value for your company?

Social media has improved communication in the institution and offered an alternative channel for disseminating information and reaching audiences that would not have been reached by traditional, media enabling the Judiciary to be more interactive.

5.   What online communities do you manage?

Social media is used by the public to get services online and get informed on the happenings.

6.   How do you manage the growing online group of clients?

There are efforts promoted by several corporations to stimulate feedback through these social media channels, but it requires more commitment to be out there, in the social media world, not only appear for a few days, and then return sometime later in the next month.

7.   What are some of the benefits social media use brings to your company?

Organizations should not only use these platforms because it helps them to communicate about different topics but also for building and maintaining stakeholder relationships.

8.   Describe some of the problems or challenges you face with social media

Having a presence in the social media world requires planning, training, and monitoring. It is more than just opening a Facebook or Twitter account and leaving it in the hands of interns.

9.   What skills do you need to keep social media functioning?

No specific policy and strategy is guiding social media use in the Judiciary.

10.   Do you face legal issues with such accounts? How do you handle such concerns?

Although a draft communication strategy exists in the judiciary, there is no social media policy to guide the use of social media. The absence of a policy explains why most judicial officers do not use social media platforms yet, because there is nothing to guide them within a broad communication framework.

APPEND III: JUDICIARY FACEBOOK PAGE

APPENDIX IV: JUDICIARY TWITTER PAGE

APPENDIX V: SAMPLE INFORMATION SHEET AND CONSENT FORM

Information Sheet

This study aims at finding out the utilization of Facebook and Twitter for official corporate communication in the Judiciary at Milimani Law Courts

If you participate in this study, it may help the stakeholders in improving their communication

I will collect data through interviews and content from Facebook and Twitter posts. Any

information that you give me will be treated with at most confidentiality.

Should you wish to withdraw from the study at any time, you are free to do so.

Mr. Wilfred Kipngetich Langat

School of Information Science

Department of Communication

Moi University - Kenya.

Consent Form

I consent to participate in Mr. Wilfred Kipngetich 's study and it is my understanding that I may

withdraw from it at any time.

NAME: _____

ADDRESS: _____

Signature: _____

Date: _____

APPENDIX VI: 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

NACOSTI, Upper Kabete
Off Waiyaki Way
P.O. Box 30623-00100
NAIROBI-KENYA

Ref: No. **NACOSTI/P/18/80019/25466**   Date: **9ᵗʰ October, 2018**

Kipngetich Wilfred Langat
Moi University
P.O Box 3900-30100
ELDORET

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on *"Utilisation of social media in public service delivery case of Kenyan Judiciary"* I am pleased to inform you that you have been authorized to undertake research in **Nairobi County** for the period ending **9ᵗʰ October, 2019.**

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

Kindly note that, as an applicant who has been licensed under the Science, Technology and Innovation Act, 2013 to conduct research in Kenya, you shall deposit **a copy** of the final research report to the Commission within **one year** of completion. The soft copy of the same should be submitted through the Online Research Information System.

BONIFACE WANYAMA
FOR: DIRECTOR-GENERAL/CEO

Copy to:

The County Commissioner
Nairobi County.

The County Director of Education
Nairobi County.

National Commission for Science, Technology and Innovation is ISO9001: 2008 Certified

THE SCIENCE, TECHNOLOGY AND INNOVATION ACT, 2013

The Grant of Research Licenses is guided by the Science, Technology and Innovation (Research Licensing) Regulations, 2014.

CONDITIONS

1. The License is valid for the proposed research, location and specified period.
2. The License and any rights thereunder are non-transferable.
3. The Licensee shall inform the County Governor before commencement of the research.
4. Excavation, filming and collection of specimens are subject to further necessary clearance from relevant Government Agencies.
5. The License does not give authority to transfer research materials.
6. NACOSTI may monitor and evaluate the licensed research project.
7. The Licensee shall submit one hard copy and upload a soft copy of their final report within one year of completion of the research.
8. NACOSTI reserves the right to modify the conditions of the License including cancellation without prior notice.

National Commission for Science, Technology and innovation
P.O. Box 30623 - 00100, Nairobi, Kenya
TEL: 020 400 7000, 0713 788787, 0735 404245
Email: dg@nacosti.go.ke, registry@nacosti.go.ke
Website: www.nacosti.go.ke

REPUBLIC OF KENYA

National Commission for Science, Technology and Innovation

RESEARCH LICENSE

Serial No.A 21057

CONDITIONS: see back page

APPENDIX VIII: RESEARCH PERMIT

THIS IS TO CERTIFY THAT:
MR. KIPNGETICH WILFRED LANGAT
of MOI UNIVERSITY, 5-20205 kericho,has
been permitted to conduct research in
Nairobi County

Permit No : NACOSTI/P/18/80019/25466
Date Of Issue : 9th October,2018
Fee Recieved :Ksh 1000

on the topic: UTILISATION OF SOCIAL
MEDIA IN PUBLIC SERVICE DELIVERY
CASE OF KENYAN JUDICIARY

for the period ending:
9th October,2019

Applicant's
Signature

Director General
National Commission for Science,
Technology & Innovation

APPENDIX IX: PLAGIARISM REPORT

THESIS

ORIGINALITY REPORT

13%	12%	5%	9%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	academic.oup.com Internet Source	2%
2	journals.sagepub.com Internet Source	2%
3	chaselaw.nku.edu Internet Source	1%
4	c.ymcdn.com Internet Source	1%
5	Submitted to Southern New Hampshire University - Distance Education Student Paper	<1%
6	www.forumuljudecatorilor.ro Internet Source	<1%
7	en.wikipedia.org Internet Source	<1%
8	vdocuments.mx Internet Source	<1%
9	Submitted to Corinthian Colleges Student Paper	<1%