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INFLUENCE OF SOCIAL MEDIA IN POLITICAL AND TRIBAL CONFLICT IN KENYA.

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ABSTRACT

Purpose: Information communication and technology (ICT) has remained an innovation that has shifted attention from traditional working arrangement to a modern day of doing things in several organizations..The general objective of the study was to the study was to establish influence of integrated information communication technology on public education institution.

Methodology: The paper used a desk study review methodology where relevant empirical literature was reviewed to identify main themes and to extract knowledge gaps.

Findings: The study found out the use of ICT in schools, leads to educational and pedagogical outcomes which is useful to both the facilitators, teachers and the students. The use of ICT across educational institutions can promote collective, zealous and long-life learning, enhancing students' enthusiasm, provide better convenience to information, enhance shared working resources, generating and deepen comprehension, and help learners reason and express communication creatively

Recommendations: The study recommends that there should be more funding to particularly the public schools which are the most constrained, as well as all the others, so that the schools may afford to procure computer hardware, management software, and Internet connectivity which are critical in supporting management functions in the schools and also for the investments sustainability. Such funding will address the initial high cost of ICT infrastructure as well as the recurrent cost of maintenance and operations like hardware servicing, acquisition of requisite and updated software, printing and data

Keywords: *Influence, board characteristics, profitability*

1.0 INTRODUCTION

1.1 Background of the Study

The rise of digital technologies that make social media possible has revolutionized the way civil society and institutions communicate opinions and disseminate information. Social media have allowed for a faster and less costly way of transmitting information among individuals, communities and organizations in a globalized era. The new global public sphere, as argued by Cohen and Weimann (2000), is built around the media communications system and Internet networks: web-based technologies such as blogs, social networks (Facebook or Twitter) or social spaces filled with user-generated content (YouTube) are representations of the new technologic 2 means by which civil society can exist independently from political institutions and from mass media. Social media have become platforms from where ordinary people are able to influence public affairs (Alger, 1998). New information and communication technologies have allowed citizens to take part in any of the stages of the communication process: they can create the content of a news item, they can disseminate it, and they can consume from a broad range of sources. Moreover, they have speeded up the course of communication. One of the main elements that need to be addressed when analyzing the impact of social media on social movements is their role in the agenda setting, a power historically in hands of the traditional media. Agenda-setting theory explains how audiences can perceive a given news item depending on the significance that media give to the news story in terms of the coverage and position (McCombs and Reynolds, 2002). With the ascendance of digital media, audiences are open to consume news from wide variety of sources, which allows for a higher degree of freedom in the selection of news, thus avoiding the traditional one-way imposture of what media believes needs to be set on the public agenda. In this way, the agenda-setting function may have been altered, either by diminishing the ability of mainstream media to set the political agenda or by reversing the flow of information (Sawers, 1996).

Media is a critical tool for communication and development in society. In times of conflict, media has often been accused of not reporting accurately hence inciting the conflict. Selemani (2012) argues that media is accused of being a source of conflict through propaganda and bias in their reporting. This can result in more problems since information conveyed is the basis of decision making. Felson, (1996) asserts that media roles have been observed in several ways and in different contexts. In peace and conflict, media as an institution and as individual practitioners have been condemned to play negative role for conflict escalation and hence fail to consider about peace initiatives. Media works have been correlated to the issues that result to violent behaviors such as the correlation between massive exposure to the media and the increase of violent behaviors among media audiences. Media industry is a business and sometimes depends on conflict situations to increase circulation or coverage (Carruthers, 2000). A point of discussion is on how far and what ways media can shape the society by the way media report conflict events. Lynch (2006) adds that politics also influences the content media covers and this politicians can use to their advantage. In Kenya, many politicians own majority of the media houses hence they sometimes influence content. Furthermore, politics take a center stage of media content published or aired. 2 Jeong (2009) asserts that the bias on political coverage is global. He records a study that was done in the US in which respondents were asked whether they felt that political coverage took center stage

and also whether that news was bias. The result was that over 69 percent felt the coverage was fairly biased. During violent or non violent conflict situations, the relationship between the media and audience grows. Kuusik (2010) adds that, lack of information can, at any stage of a conflict, makes people desperate, restless and easy to manipulate. Kuusik further argues that media can support peace initiatives because media has the power to influence beliefs, opinions and attitudes of people. The African continent has experienced violent conflict for decades and the coverage of these conflicts has perhaps not aided in reducing them. Puddephatt, A. (2006) argues that the African media has failed to give due coverage the success stories on conflicts from the continent and as a result, international media thrives in reporting negatively about the conflicts. Mchaughlin (2002) ascertains that, media can play a good role in peace building in places that are surrounded by structural conflict. He gives an example of the violent conflict in Mali in 2008 in which Radio Douentza which broadcasts around Timbuktu reminded the residents of the coexistence between communities and how they need each other. The communities were nomads and farmers and shared grazing lands but increasing population reduced this resource leading to conflicts. The station developed a series of public service announcements reminding the farmers and herders about their traditional collaboration and advising restraint, informed security officers 3 of the affected areas promptly and encouraged farmers to post messages on the radio as to when they would be ready for harvesting. The herders were listening to Radio Douentza, and they knew when they could safely move across these particular fields. The conflict ended faster. Mironko (2004) adds that during the Rwanda genocide of 1994, different media were recognized for their role in mobilizing and inciting Hutu ethnicity to kill Tutsi ethnicity. One of the series of examples is on how Radio Television Libre des Mille Collines-RTLM spread propaganda against Tutsi by means of hate messages. RTLM being supported by the Hutu majority who were incited to „go to work"; to mean joining the Tutsi ethnic cleansing in Rwanda. The Kenyan 2007/8 post election violence showed instances in which the media played an active role in fanning the conflict. Ogola (2011) asserts that the mushrooming of vernacular stations that were owned by politicians made is easier for them to use corded language to inflame communities. He adds that lack of training on how to report on conflicts led to increased hostilities. This has seen journalist Joshua Sang" face crimes against humanity charges at the International Criminal Court (ICC).

Media roles have been observed in several ways, in different context. For the peace and conflict, media as an institution and as individual practitioners have been condemned to play negative role for conflict escalation and hence fail to consider about peace initiatives. Media works have been correlated to the issues that result to violent behaviors such as the correlation between massive exposure to the media and the increase of violent behaviors among media audiences (Felson, 1996). Also some conflict events around the world have been 'mediatized' by journalists paying more attention on certain issues than others (Cottle, 2006). The massive coverage can be accidental or planned as there are players who shape role of the media. Those players include the ruling class (which includes media owners), advertisers and politicians who have more influence in media than media have in them. Examples of some mediatized conflicts include war against terrorism that was initiated by the US after September 11, 2001 scene of terrorist attack. Other conflicts include struggles of the marginalized people in the society, environmental issues, trade and multinational cooperation, diseases and other disasters. 7 Another issue is how media chooses the topic or news of the day. Journalists choose what to cover and what not to cover. Also media audiences are regarded as passive consumers who swallow what has already been prepared for them by the media

institutions (Seib, 2004). Despite making decision on what to cover and what not to, journalists doing media productions such as news, rely on the ongoing events so as to increase market opportunities for their industries. Media industry is like any other business industry which aims to collect, produce and sell for profit. Therefore, media depend on conflict situations to increase their circulation. One element of news is conflict (Carruthers, 2000). For this reason, media have a tendency of watching over the potentials of war and act as a channel between fighters themselves, and the others. While doing so, media spread news on who is defeated and who gained victory. A point of discussion is on how far and what ways media can shape the society by the way media report conflict events. Also, among the most influential news in the media is about politics. In journalistic life, reporters must have a story to tell because their business is to gather and disseminate news in daily basis. But with political influence, some politicians have created a bond with some media organization or journalists. As a result, this bond tends to affect media decision of what to report and what not to report (Patterson, 2008). For example, during election time, the media role of information become very important for informing the public and the politicians about each sides; such as what the politicians promise the public and what the public expect from the politicians (Reuters Foundation, 2018).

1.2 Statement of the Problem

Recently, the media has been a passive bystander as the country grappled with violent clashes of both political and tribal magnitude. This has been, perhaps, because the fourth estate has consistently failed to realize the power of persuasion it possesses in regard to shaping public 3 opinion. This has often been made easier because of existing antagonism between the government and the media, which endears it to the masses.. Tana River County has experienced recurrent violent conflicts in the run up to the elections. The residents have been displaced, property destroyed and loved ones lost since the 1992 multi-party elections. Electoral violence in Kenya has been evident also in other parts of the country like the rift valley. However it is the 2007/8 violence that was catastrophic in terms of lives lost and displacement among others. The violent conflict in the Tana delta in the months of August and September 2012 was the most fatal since the 2007/8 violence. The reporting of it brought to the fore the critical journalists" role in reporting accurately and instructively on conflicts to ensure the audience are not only well informed but also be the bridge to better reduce hostilities and offer information necessary to ending the conflict. Many a times, media has been criticized for negative reporting on conflict and fail to consider peace initiatives. The media especially radio stations reporting in the area gave contradictory information that could have fuelled the conflict. It failed to bring out the main issues and players. They also only gave one side of the story hence affecting the accuracy and reliability of the information being reported. The media covering these conflicts is critical as it can either help bring out the issues which would then be the basis for conflict resolution or escalate the violence if reported sensationally. By reporting one side of the conflict, the media undermines the ability of the protracted parties to bridge their divide and find common good to work together and also make other parties, not directly involved in the conflict not get the best picture of the conflict, its issues and dynamics. Conflict sensitive journalism reporting is a model that when used in covering conflicts can better ensure the journalist does not escalate the conflict

1.3 Objectives of the Study

The general objective of the study was to establish Influence of social media in political and tribal conflict in Kenya

1.4 Justification and Significance of the Study

Media is considered to be the 4th pillar of the society after legislature, executive and judiciary as it plays an important role in shaping peoples" perceptions and lifestyles. Indeed, media influences every part of our lives (thoughts, attitudes, choices, lifestyles, decision making, etc) through education, information and entertainment. Given this important role, media could be used as a tool for conflict transformation and peace 8 building through objective reporting and peace journalism. However, media could also be used to promote conflicts. For instance, subjective reporting could polarize a nation hence promoting or escalating conflicts. This study therefore focused on the fundamental understanding of how media escalate conflicts and/or promote peace by focusing on specific human variables with reference to the 2007/8 PEV in Kenya. The study also adds to the body of knowledge relating to media operations and conflict management as well as promoting aspects of peace journalism in times of conflict. It also provides information that would enable security policy makers, law enforcement and political leadership to make better decisions about how to prevent conflicts through early warning and sensitizing the media on how their actions can result in conflict. As a tool for enhancing peace, the study may encourage media practitioners to embrace set policies and ethical standards which regulate the conduct of the media fraternity.

The media is an important tool in a society. It has a lot of influence on the public and situations taking place in the society. The study is significant as it will expose the insensitive reporting by media which could have constituted to violence. The study is also significant in making the media to be self-regulating and enables the Media Council to adopt self-regulating methods and the reporters to be sensitive when reporting on matters which can influence conflicts taking place in the country. The study will also advance new approaches to the academics to come up with research on the role of the media and the need for the media to be sensitive to development and conflict matter

2.0 LITERATURE REVIEW

2.1 Theoretical review

Two theories were found to be relevant in establishing influence of establish Influence of social media in political and tribal conflict in Kenya . The theories that were found to best inform the research constructs are Libertarian Theory (Davis, 1989) and Technology, Organization and Environment Model theory (Fleisher, 1990).

2.2.1 Libertarian Theory

Media under the liberal systems of government, such as that of the U.S. have their critical roles and functions embodied in these countries" constitutions or fundamental laws. Primarily, the media is free from government controls and acts as a watchdog against government excesses besides basic functions of informing and entertaining. This emphasizes that a free and responsible media guards against government abuses of power through factual reporting, promotion of open debate, representation of diverse views and protection of individual rights (Siebert, Peterson, & Schramm, 1972). 25 Libertarian theory advocates for media to be self-regulating in observance of

strict code of ethics and professionalism. To ensure this freedom is not abused in Kenya, the state through its legislative arm has set up a regulatory commission comprising of both media practitioners and government officials to oversee each other (Commination Commission of Kenya, 2008). At times, the state also proposes or nominates a representative in major media houses" board of directors to represent its interests. This press freedom as outlined by the libertarian theory can be utilized by journalists and opinion leaders to promote peace and conflict transformation. The demerit of this theory is that selfish individuals can exploit this freedom to breed conflicts without the consent of the media. Looking at the Kenyan situation during 2007 general election campaigns, major media houses such as Nation Media, Standard Group and Royal media, through analyzed reporting, created an impression that the country is polarized along ethnic lines (GoK, 2008). The social media, vernacular radio stations and gutter press reports were worse off. In this case, media tried to portray that political parties in Kenya had their primary bases in particular ethnic groups or blocs. Thus media could have built the foundation of PEV through its influence and freedom of reporting as provided under libertarian theory. On the other hand, the Libertarian theory advocates for legitimate media freedom where the government has no or little control over the media. Under this condition, the government machinery cannot influence the direction or editorial powers to report on skewed messages in its favour. The media practitioners have the freedom to operate within the legal framework and objective reporting thus discouraging conflicts and promoting peaceful coexistence. For example, the media supported the process of initiating mediation efforts between ODM and PNU by calling for urgent settlement of the crisis in their editorials and commentaries (Mbeke, 2009). The Social Responsibility Theory The social responsibility theory takes the position that the media needs to assume both moral and legal responsibilities for all that they publish for the general good of the 26 society (Siebert et al, 1972). This theory creates a platform to make media reporting truthful, accurate and objective at all times. Credibility is the foundation of this theory, and to be credible, media practitioners try as much as possible to be socially responsible, transparent, fair and balanced in reporting while respecting the dignity, privacy and rights of all (Schudson, 2001). Under this theory, media reporting tends to highlight injustices within the community and enlighten people on their rights and privileges. The predicament with this theory is that as people become more enlightened, the more they push for their rights through whatever means available, including use of violence. Thus, the implication of this theory is far reaching in influencing people to unite and rise against injustices (ibid). The Social Responsibility theory binds the practitioners to report objectively, truthfully and transparently as an obligation. The highlighted humanitarian crisis following the 2007/2008 PEV by media made the international community to intervene. As a result, this led to ending the conflict. For example, several world personalities, including African eminent personalities, headed by Koffi Annan, the former UN Secretary General, were among prominent personalities who intervened to bring peace in Kenya. Additionally, the Media Council of Kenya (MCK) put out advertisements calling on Kenyans to shun violence and keep peace as well as calling journalists to adhere to ethical standards (Mbeke, 2009). Similarly, MCK also called for peaceful co-existence between rival ethnic groups and mobilized individuals, churches and private sector to provide relief assistance to IDPS in former Nairobi, Central, Rift Valley and Nyanza Provinces. These are some of the media initiatives that could be seen to promote peace under social responsibility theory. Social responsibility theory is equally attached to corporate social responsibility. The idea that corporations have moral obligation towards the societal wellbeing has its roots embodied in social responsibility theory. Major media houses for instance Nation Media and The Standard Group

organized for relief mobilization to assist the displaced persons. NTV, KTN and Royal media in collaboration with Kenya Red Cross (KRC) appealed to 27 Kenyans to donate food, clothes and shelter to IDPs. This was a positive role played by the media towards promotion of peace

2.2 Empirical Review

Mwangi 2020, conducted a study to establish the role of media in conflict management: a case of 2017 general elections in Kenya. Specifically, the study was set to determine the role media played in dispute resolution before, during and after 2017 general elections; the extent to which media escalated or deescalate violence during the 2017 general elections and analyze the challenges encountered by the media towards conflict management activities. The study used libertarian theory and the social responsibility theory. The study employed descriptive research design where it targeted 22 media firms in Nairobi City County. The study used 46 respondents as the sample size whereby primary data was gathered by the aid of interview guide. Secondary information was gathered from newspapers, TV productions and officials, and media and fighting management reports from non-governmental sources. Content analysis was employed to analyze the data. According to the analysis of the findings, it was revealed that the Kenyan media remained as the main source of information on economic, political and social matters, hence, media coverage gave new forms of citizen participation in providing an alternative platform for open discussion on the conflict situation. It was also concluded that media played a role of escalation and de-escalation of conflict of the 2017 general elections where on escalation the media Journalists reported in a manner that would place them in favor of the constituencies and constituents that they had political interest which compromised the way they reported the conflict. On de-escalation of conflict, the media spread positive messages and encourage viewers to remain calm and patient as the election results were announced. The study also concluded that the media faced a myriad of challenges which included among other things lack of necessary tools and skills to monitor and detect online activity which make it difficult for government and non-state actors to respond to activity that may lead to or propel violence, professionalism among journalists among inexperienced local journalists, where they break down misleading and potentially dangerous stereotypes which may erupt into violence and danger involved for the media in a modern conflict situation where journalists are murdered with impunity in crossfires. Therefore, from the findings of the study, it was recommended that precautions must be taken both by the media houses and journalists in ensuring that their reporting of conflicts is of high standards that is realistic, bias free and news worthy. Also, the media can bring opportunities beyond their role in accelerating social movements by providing upgraded forms of communication. The broadcasting media should be seen as an agent of social change and should discuss the social mobilization which may be able to bring about. On media escalating or deescalating violence, it was recommended regulatory and law enforcers in the media industry should design stern laws, rules and penalties for both media houses and personalities who use media for negative purposes. To overcoming of the challenges faced by the media, it was recommended that the media as an employer to give priority on the safety journalists. This means providing both safety training and lobbying the relevant authorities to be aware of their responsibility to protect journalists and pursue those suspected of killing journalists. The study suggested that a study to be carried out to cover various strategies employed by the media in the post-conflict societies in encountering the effects of the conflict.

Francis 2012,cconducted a study to bjectives of the study is to demonstrate that media are major actors in conflict; establish the role the media played during the 2007-2008 violent electoral conflict in Kenya as well as explore how the same media can be involved in positive management of conflicts. The research is guided by the social responsibility theory which holds that the right to publish is accompanied by obligations to the wider society that go beyond the personal interest, with accountability mechanism to the public clearly in place. The methodology of the research used entails both primary and secondary data sources. The primary sources included interviews and content analysis of newspaper articles published a few weeks to the elections as well as those published when the violence erupted until the signing of the peace accord in February 2008. Analysis and review of books, journals, magazines and reports of various commissions formed the core of secondary data while raw data was analyzed in descriptive perspectives. The key findings of the research are that the media were key actors during the Kenya's 2007-2008 violent electoral conflict. The research found that media indeed contributed negatively to the conflict as media organisations pursued various interests. Despite this negative role, the study also found that the media played a positive role after eruption of the violence by putting pressure on the opposing sides to dialogue and calls to an end of the political crisis. The study found that the media also actively engaged in calling for peace across the country. This demonstrates that the media can be harnessed for positive management of conflicts in a society.

Shitemi 2016 to establish the role of media in conflict situations with a special focus on the Tana delta conflict that occurred in the months of August and September 2012. The objectives were to explain the causes of the Tana Delta Conflict, to investigate the role of the Kenyan media during the Tana Delta Conflict and to assess the impact of the media reports on the Tana delta conflict. Media is a critical player in times of conflict (Berger 2011). The information being conveyed, the means used and how it is done can shape the dynamics of a conflict. It can help to end hostilities, create an understanding of the issues of the conflict and also be the bridge to fast and amicable conflict resolution. However when badly used, it can also flame the violent conflict and make it difficult for conflict resolution processes to succeed (Frere 2011). Kenya has had a fair share of conflicts and some are still being experienced today. The 2007/8 post election violence was however the most devastating in terms of deaths, displacement and destruction of property. The Tana delta conflict of August and September 2012 was the most devastating in terms of lost lives, over 100 after the 2007/8 violent conflict. It is therefore useful to find out whether media covered it sensationally or otherwise. Conflict theory and peace journalism theory were used to guide the study. The two theories bring out the issues of resources and conflicts and how journalists should informatively report on them. The research used descriptive research as the research design. The study targeted a population of 200 individuals in Tana River who reside around the conflict area and also journalists who covered the conflict. Among these a sample size of 100 was picked through stratified sampling to obtain the research sample. The data collected was analyzed qualitatively and quantitatively. This included the use of charts, figures and percentages. Questionnaires were used for data collection using both structured and unstructured questions. Personal interviews were also used to get in-depth data. The researcher analyzed the data and generated findings which demonstrated that media does have a role in conflict situations. Data collected illustrated that media has a role in framing conflicts depending on how it reports on them. It also has a role in escalating conflict if it does not report on it informatively. The media has a critical role in providing balanced reporting through good investigative journalism. Peace building

and the use of community and vernacular radio stations are tools that can be used during conflict situation to promote peace and tranquility. The study recommends continuous training and capacity enhancement of journalists both in institutions of higher learning and media houses especially in conflict reporting to ensure they are good agents of informative journalism.

Lole 2012, conducted a study on establish the role of the media in post conflict peace building in post-independent South Sudan. Specific Objectives were; to determine the influence of the media as Information Provider and Interpreter on peace building in post-independent South Sudan,determine the influence of the media in building diplomatic relationships on peace building in post-independent South Sudan and establish the role of the media in policy making on peace-building in post-independent South Sudan. The study adopted a descriptive survey as it deemed the best strategy to fulfill the objectives of this study was a technique for making inferences by objectively and systematically identifying specified characteristics of responses and objectively identifying and using the same approach to relate trends. The study used both primary and secondary sources. The primary data was obtained through interviewing media personalities involved in conflict and peace building efforts. The interviews were carried out with the help of an interview guide. The interview guide contained relevant issues concerning the conflicts in South Sudan and peace building. Secondary data was obtained from analysis and review of books, journals, papers and other available literature on the issue of role of media in peace building. The data was analyzed using content analysis. The population for this study included the media houses in the post independent Southern Sudan, Non Governmental Organizations, Government officials and the General public. Simple stratified random sampling was used based on the sampling frame below to come up with a sample of 50 respondents. The study concluded that on role of the media in peace-building as a social practice, media took an active role to report on the peace process that followed the civil war in Sudan. Particularly, in terms of monitoring policy decisions that led to the signing of a Memorandum of Understanding (MoU).The study concludes that media is a strong tool that acts as an information provider and interpreter. It is also a strong means of building diplomatic relationships and also for policy making on peace building. The study recommends that the government of South Sudan institutes the policy to govern the media for efficient and careful reporting for the successful peace building mission. The journalists be given freedom and be trained on journalism to promote professionalism in the areas of work.

Nakitare 2012,conducted a study to investigate the role of media in conflict management. The sample population was through stratified sampling of the selected population of Mombasa city. Mombasa was selected because it was one of the regions that experienced spiral post election violence. Its urban features gives the research a unique perspective of an area which was not dominated by either of the main ethnic blocks involved in the conflict, yet was greatly influenced to full scale violence. One treporter (Cleopatra Mukula) reported that 'Mombasa normally a peaceful city was now in flames' . There have been glaring gaps in reports on the Post. Election violence who have had their spotlight on other regions like the Rift Valley, Western, Nyanza and Nairobi with very few (if any) reports on Mombasa. The sample constituted all the classes of the society i.e. men, women and the youths who participated in the 2007 presidential election. Data collection was done between July 10th and August ih 2012. Questionnaires and interviews were used in data collection. The objective of the study was to establish the role that media plays in a conflict with specific reference to Kenya's Post Election Violence. The study went further to explore the impact media has on violence and the possibility of injecting peace building tenets

without compromising journalistic principles while reporting during a conflict. The study measured media objectivity, honesty, responsibility and fairness and how the reporting mode could have escalated the conflict. Questions were asked to establish the impact the reporting had on different people, the mediums used and the factors that determined content on any given media. The study found that most of the respondents heavily rely on media for information especially during conflict. Most of the respondents felt that media reports were skewed in favour of certain parties and positions. They said reporters were first viewed as belonging to certain tribes or media before being identified with the profession. This is because media houses also openly took sides with the opposing factions in the conflict because of perceived commercial interests, ownership or political inclination. Because the media was caught up in the emotional web, they forgot their social responsibility to unite people and were swept away in the conflict euphoria, hence viewed as inciting the masses. The study concludes that the media is an important vessel in which citizens can receive education as well as know what is happening far beyond their homes and that the media should always be a channel of uniting the people of a nation. Media should consciously work towards conflict resolution and drive the agenda towards peace building.

Maxine (2010) conducted a study to establish the role of the media in raising awareness in and countering propagation of political and tribal conflict in Kenya. Specifically, the study investigated the extent to which the media has succeeded in creating awareness about and conflict prevention; identified and describe the methods employed by the media in creating awareness about conflict and analyzed the effectiveness of the methods and avenues employed by the media in creating conflict awareness and propagating cessation of conflict. The study took a content analysis design. The content of newspaper reports on raising awareness on political and tribal issues and related issues identified by the media were thus analyzed thematically. The study found that the media plays a critical role in sensitizing the citizenry on peace especially at the height of general elections. The study recommends that a broadcaster should be seen as an agent of social change and should discuss the social mobilization which may be able to bring about. The study further suggest that if we can look at radio as a development agent, can we then take this a step further and ask, or try to find, a methodology that looks at the broadcaster as peacemaking agent, or to assist in the maintenance of peace in a post-conflict thereby tapping into radio's full potential. The study further recommends that when peace agreements are reached, efforts to sustain peace-building and enhance reconciliation and reconstruction are crucial.

2.3 Research gaps

Geographical gap is a knowledge gap that considers, the untapped potential or missing/limited research literature, in the geographical area that has not yet been explored or is under-explored. Mwangi (2011) conducted a study to investigate the influence of IFMIS on Public Procurement Performance in Kiambu County Government. Quantitative data was analysed through the use of descriptive statistics which include: frequencies, percentages, means, standard deviations as well as multiple linear regression model. Study findings concluded that IFMIS had a significant relationship with public procurement performance. The study presented a geographical gap as it was done in Kiambu while our current study sought to establish influence of integrated information communication technology on public education institution.

Joy (2016) investigated the effect of ICT integration on the performance of tertiary institutions in Nairobi City County. The study target population was 149 tertiary institutions in Nairobi City

County. Simple random sampling method was used to select the respondents from the sample size of 60 respondents drawn from the ICT specialists employed in the institutions. Data were collected using questionnaires and the internal reliability analysis showed Cronbach's alpha value of 0.6. The study established that the support of policy makers is needed for ICT to be properly utilised so as to enhance performance among Tertiary Institutions in Kenya. The study presented a geographical gap as it was done in Kenya while our current study sought to establish influence of integrated information communication technology on public education institution Isaac (2011), conducted a study to actors that affect implementation of electronic procurement system in parastatals under the ministry of special programmes in Kenya. The researcher employed descriptive research design, Primary data was collected using a questionnaire, and there after data was analyzed using both quantitative and qualitative methods and presented in form of tables and charts. Majority of the respondents were learned male of between 30-40 years of age who have been in the organization for less than 2 years. Result revealed that formal recognition backed by legislation of the electronic procurement transactions should be encouraged to accelerate the rate of Implementation of the System within the public sector.The study presented a geographical gap as it was done in Kenya while our current study sought to establish influence of integrated information communication technology on public education institution

Methodological gap is the gap that is presented as a result in limitations in the methods and techniques used in the research (explains the situation as it is, avoids bias, positivism, etc.). Judith (2016) conducted a study to investigate the readiness of public secondary schools to adopt ICTs for school management. The study used a descriptive survey research design and the target population was 20 public secondary schools in the Sub County, their principals, deputy principals, heads of departments (HoDs), accounts clerks and secretariesThe study concluded that availability of ICT tools namely: computer hardware, management software and Internet connectivity that are critical for supporting management processes was quite low in schools, and the funds allocated for the same were insignificant. Secondly, the management and support staff lacked appropriate skills for integrating ICT in management. The study presented a methodological gap as it was subjected to descriptive survey research design while our current study adopted a desktop literature review method.

Conceptual gap arises because of some difference between the user's mental model of the application and how the application actually works. Jacinta (2016) sought to examine the extent to which school administrators apply Information Communication Technology in human resources administration, the application of Information Communication Technology in administration of physical resources, the extent to which school administrators apply Information Communication Technology in financial administration, challenges facing administrators in application of ICT in school administration and the measures that can be taken to improve the application of ICT.The result revealed that most of the public secondary schools in Lang'ata have embraced Information Communication Technology in the administration of human resources for instance in monitoring attendances, performance, staff training and recruiting of the staff.Mwangi (2011) conducted a study to investigate the influence of IFMIS on Public Procurement Performance in Kiambu County Government. Quantitative data was analyzed through the use of descriptive statistics which include: frequencies, percentages, means, standard deviations as well as multiple linear regression model. Study findings concluded that IFMIS had a significant relationship with public procurement performance.

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3.0 METHODOLOGY

The study adopted a desktop literature review method (desk study). This involved an in-depth review of studies related to influence of integrated information communication technology on public education institution. Three sorting stages were implemented on the subject under study in order to determine the viability of the subject for research. This is the first stage that comprised the initial identification of all articles that were based on influence of integrated information communication technology on public education institution from various data bases. The search was done generally by searching the articles in the article title, abstract, keywords. A second search involved fully available publications on the subject on influence of integrated information communication technology on public education institution. The third step involved the selection of fully accessible publications. Reduction of the literature to only fully accessible publications yielded specificity and allowed the researcher to focus on the articles that related to influence of integrated information communication technology on public education institution which was split into top key words. After an in-depth search into the top key words (influence, integrated information technology,public education system), the researcher arrived at 6 articles that were suitable for analysis. The 6 articles were findings from Mwangi (2011) who conducted a study to investigate the influence of IFMIS on Public Procurement Performance in Kiambu County Government. Quantitative data was analysed through the use of descriptive statistics which include: frequencies, percentages, means, standard deviations as well as multiple linear regression model. Study findings concluded that IFMIS had a significant relationship with public procurement performance.

Joy (2016) who investigated the effect of ICT integration on the performance of tertiary institutions in Nairobi City County. The study target population was 149 tertiary institutions in Nairobi City County. Simple random sampling method was used to select the respondents from the sample size of 60 respondents drawn from the ICT specialists employed in the institutions. Data were collected using questionnaires and the internal reliability analysis showed Cronbach's alpha value of 0.6. The study established that the support of policy makers is needed for ICT to be properly utilised so as to enhance performance among Tertiary Institutions in Kenya.

Isaac (2011), who conducted a study to actors that affect implementation of electronic procurement system in parastatals under the ministry of special programmes in Kenya. The researcher employed descriptive research design, Primary data was collected using a questionnaire, and there after data was analyzed using both quantitative and qualitative methods and presented in form of tables and charts. Majority of the respondents were learned male of between 30-40 years of age who have been in the organization for less than 2 years.Result revealed that formal recognition backed by legislation of the electronic procurement transactions should be encouraged to accelerate the rate of Implementation of the System within the public sector.

Jacinta (2016) who sought to examine the extent to which school administrators apply Information Communication Technology in human resources administration, the application of Information Communication Technology in administration of physical resources, the extent to which school administrators apply Information Communication Technology in financial administration, challenges facing administrators in application of ICT in school administration and the measures that can be taken to improve the application of ICT.The result revealed that most of the public secondary schools in Lang'ata have embraced Information Communication Technology in the administration of human resources for instance in monitoring attendances, performance, staff training and recruiting of the staff.

Judith (2016) who conducted a study to investigate the readiness of public secondary schools to adopt ICTs for school management. The study used a descriptive survey research design and the target population was 20 public secondary schools in the Sub County, their principals, deputy principals, heads of departments (HoDs), accounts clerks and secretariesThe study concluded that availability of ICT tools namely: computer hardware, management software and Internet connectivity that are critical for supporting management processes was quite low in schools, and the funds allocated for the same were insignificant. Secondly, the management and support staff lacked appropriate skills for integrating ICT in management.

4.0SUMMARY, CONCLUSION AND POLICY IMPLICATION FOR FURTHER STUDY

4.1 Summary

ICT integration in educational institutions management has faced several challenges that impede their effectiveness in education management. The technologies unawareness and negative mind set towards the tools by workers in educational institutions have worked against ICTs adoption in many settings. Most of the staff are often resistant and feel comfortable doing things the same old ways.

4.2 Conclusion

The study concluded that availability of ICT tools namely: computer hardware, management software and Internet connectivity that are critical for supporting management processes was quite low in schools, and the funds allocated for the same were insignificant. The management and support staff lacked appropriate skills for integrating ICT in management.

4.2 Recommendations

The study recommends that the stakeholders in public education institution should appropriately put in place policies and suitable mechanisms (e.g. finances, administrative software, advisory services and capacity building)to enable schools ICT management functions such as general administration, support in budgeting, procurement processes as well as monitoring funds and grants. These would enable planning, utilization and monitoring of use of public funds in the schools which would further enhance good general administration and financial management practices which in turn would result to better education outputs since efforts and funds will be directed where they were targeted initially.

The study recommends that there should be more funding to particularly the public schools which are the most constrained, as well as all the others, so that the schools may afford to procure computer hardware, management software, and Internet connectivity which are critical in supporting management functions in the schools and also for the investments sustainability. Such funding will address the initial high cost of ICT infrastructure as well as the recurrent cost of maintenance and operations like hardware servicing, acquisition of requisite and updated software, printing and data

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Inside directors provide information and the outside directors provide their expertise to evaluate the decisions of managers (Ghaffar, 2014)

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