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## Effects of Social Media on Security-Agenda Setting in Nairobi City County, Kenya

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### ABSTRACT

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*Social Media (SM), its reach, impact, and potential in a globalized world are no longer contested; it has affected people's lives, regarding its use and misuse. Groups of gangsters, terrorist associations, non-state actors with bad intentions and rebellious including Gaza, Al-Shabaab, routinely utilize social media websites like Facebook, Twitter Instagram, and WhatsApp to disseminate propaganda, recruit and inspire their sympathizers as well as instill fear in the members of the public and claim their terrorist attacks. This study aimed to identify the effects of social media on security agenda setting to introducing new technologies for use by the security agents to enhance and improve security. It was informed by Agenda-setting Theory and Technological determinism to help see how technology has affected human activity and thought. The study was conducted in Nairobi City County on social media users and security agents. The researcher used a descriptive research plan. The validity test was conducted through a pilot study and specialists' judgment and reliability through test-retest strategy. The data was gathered using semi-organized surveys and analyzed both quantitatively and qualitatively. Quantitative information was examined through descriptive statistics which incorporates; frequencies, percentages, mean, standard deviation among others. Qualitative information was analyzed using themes. The findings show that social media has a significant influence on security agenda setting in Nairobi City County. Different social media sites, such as Facebook, Twitter, LinkedIn, Instagram, and WhatsApp play a significant role in the spread of information and fight against crime in Nairobi County. They help in mobilization, data gathering, and analysis. Their contribution is affirmed by inferential analysis outcome, which shows that both dependent and independent variables are positively and significantly related. The study recommends the DCI's office, through the ICT ministry, County government, and National government to reduce chances of youth recruitment by criminal organizations via social media by using different platforms, such as Facebook to learn much about gang affiliations and identify whether their comments or pictures shared are meant to attract or convince unsuspecting people. A similar approach can be applied by law enforcers within Nairobi County to reduce cases of youth recruitment through social media by criminal organizations. The government is also recommended to prevent such social media mobilization that spreads false information by enforcing criminal sanctions and hefty penalties for any offenses or suspected spread of information that can trigger insecurity within the scope area.*

**Key Words:** Social Media, Security, Security Agenda Setting, Data gathering, Mobilization  
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## **1.0 Introduction**

### **1.1 Background of the study**

The 21st century has made advanced technological knowledge with the assistance of Web 2.0 controlling the development of Social media podiums, for example, Facebook, Twitter, Instagram, and WhatsApp among others. This technology has come up with knowledge and abilities that have redefined human correspondence and communication in present society (Powell, 2011). This is as Rheingold, (2002) contends that social Media has become a social correspondence standard in developing nations and has revolutionized access to information giving web-based services that permit an individual to associate with the public. Individuals are now using social media to gather information as well as pass information to their peers and internet users. According to Gentle, (2012) social media as a tool of communication provides information that the security agents can put into consideration to secure their jurisdiction, problem is exacerbated when a security break cross-cut conventional strategy territories and disciplinary limits, where the proof base/information accumulated is inconsistent, and, the proof comes from abroad, in a new or unsystematic way. He further noticed that online media users and policymakers focus on, or comprehend, the proof in unexpected courses in comparison to expert researchers, the interest for the data should be flighty. This is in concurrence with Schoen (2013) who states that social media has been utilized by the general population to communicate their interests and complaints on issues that worry their government assistance like security. The present interpersonal interaction is an adjustment as human correspondence which cannot be disregarded, social media have affected each field of human undertaking from religion, instruction, health, and security is no exemption because of globalization. The advancement of social media has advanced the interests of criminals, terrorist groups, rioters as well as hate mongers, having a great impact on security.

The abrupt accessibility of smartphones and the versatile web has prompted a spray in the utilization of social media (Romanov, 2017). All the business projects in India depend on online media to comprehend their purchaser base, for brand mindfulness and collaboration. Indian residents utilize online media to assemble virtual networks, gatherings and to associate and talk. In this way, there is no uncertainty that Information and Technology, specifically quickly expanding online media assumes a significant part in molding the brain of clients towards specific items and brands (Kaplan, 2012). Today, social media devices have gotten a staple in the regular day-to-day existence of numerous individuals getting one of the principal techniques for social association and cooperation around the planet, regardless of whether between people or with organizations and governments. Online Media has been effectively being utilized in, Demonstrations on city roads in the Philippines in 2001, the appointment of Barack Obama as President of the United States in 2008, Arab Spring in the Middle East like in Tunisia in mid-2011, (Benkler, 2006). Social media has succeeded as a tool to mobilize supporters, data gathering, and data analysis, therefore, affecting security agenda setting in Nairobi City County.

Nevertheless, the study demonstrates how the employment of social media by public agencies for security agenda setting can lead and help security agents in Nairobi to predict how arising dangers will present themselves sooner rather than later and sort out some way to counter their effects with the aid of social media to activate general society, gather information and break

down this information. Agenda setting should be relooked into as the public plan is taking a focal stage through the new social media (Jue et al., 2010). This is Kaplan, (2010), states that besides being used by terrorist groups and criminal gangs, social media platforms are also used by individuals to conduct cybercrimes, and to spread hate messages and bogus information to the public in matters of security. Further Auer, (2010), states that the perpetrators of such acts in most cases remain at large since they cannot be easily tracked by law enforcement agencies and subsequent prosecution. The security agencies, therefore, face serious challenges in tracking, monitoring, and containing the use and misuse of social media platforms in security agenda-setting.

South Africa is a country of around 55 million (2016) individuals of assorted origins, societies, dialects, and religions. The latest census was held in 2011; with a later survey, a general public overview led in 2016. South Africa is home to an expected 5 million unlawful settlers, including somewhere in the range of 3 million Zimbabweans. A progression of hostility to outsider mobs happened in South Africa starting on 11 May 2008 (Pavlik, et al., 2015). In Nigeria, essentially all Nigerian papers have a web presence; likewise, there are a few sites that are committed to permitting Nigerians to air their suppositions on an assortment of points, the mechanical development that achieved the Internet introduced another day break in human correspondence channels. Schejter (2015) further notes that the internet not just gave a greater stage in Nigeria, it additionally turned into the mother of all innovations that offered ascend to additional advancement of various applications just as programming to make human positions and correspondence a lot simpler.

As indicated by the Communications Authority of Kenya (CAK) 2016 report, the online media stages are the most mainstream and regularly utilized organizations for the advancement, preparation, and of social issues. From the investigation done, practically the entirety of the social exercises in Nigeria is being advanced using informal organizations by various government offices and people or gatherings. In Kenya, the CAK quarterly area Statistics Report, Fourth Quarter for the Financial Year 2015-2016, demonstrates that the Data/Internet market arrived at 26.8 million during the quarter while the assessed number of Internet clients developed to 37.7 million clients during the time frame under audit.

The report also records that Internet entrance dropped from 87.2 percent recorded last quarter to 85.3 percent. This drop is ascribed to the correction of the base populace figure utilized in the calculation of entrance from 43.0 million to 44.2 million in accordance with the Economic Survey 2016. The report expresses that Kenya remains at number 17 on the planet regarding web entrance, and astonishingly number one in Africa. As per the CAK, the number of web clients in Kenya by June 2017 was 43.3 million. Social media, which has likewise recorded a great number of dynamic clients, is another assessment pusher that advertisers can utilize. Facebook, for example, has 7.1 million dynamic clients, YouTube 8 million, Instagram 4 million. These measurements are as indicated by a report by the Bloggers Association of Kenya (BAKE) on the State of the Internet in Kenya, 2017.

## **1.2 Statement of the Problem**

Kenya as a member of the international system is not immune to the penetration of social media in people's lives and regarding its use and misuse. Criminal gangs, terrorist organizations, non-state actors with bad intentions and subversive elements including Al-Shabaab, regularly use social media websites like Facebook, Twitter Instagram, and

WhatsApp to disseminate propaganda, recruit and inspire their sympathizers as well as instill fear in the members of the public. According to Rafla (2014), social media as a tool of communication has been used and still is being used by these groups to organize crimes, however security agencies are lagging in the use of social media. It is, therefore, crucial for security agencies especially those in agenda-setting positions to use social media to gather data as well as analyze this data to enhance and improve security.

This study, therefore, aimed to identify the effects of social media on security agenda-setting by introducing new technologies for use by security agents to enhance and improve security. However, Han Bo (2016), argues that engaging on the effects of social media on security agenda-setting should not be entered into lightly, as social media has a direct effect on the security of a region especially the densely populated areas, as the numbers of social media users is projected to keep on rising. Also, the study provides precise recommendations on the areas of improvement as well as, improving government agencies and institutions and providing the public with analyzed and authenticated information as well as monitoring conversations and content shared on the social media platforms. By security agents' diligently monitoring and analyzing data shared on the SM, it will help the security agents in arranging effective methods of counter-narrative strategy (Devies & Peter, 2013).

### **1.3 Purpose of the Study**

The purpose of the study was to evaluate the effects of social media on security-agenda setting in Nairobi City County, Kenya.

The specific objectives of the research were:

- i. To examine how social media data gathering methodologies affect security agenda setting in Nairobi City County.
- ii. To determine social media mobilization and security agenda setting in Nairobi City County.
- iii. To establish how social media data analysis techniques affect security agenda setting in Nairobi City County.

## **2.0 Literature Review**

### **2.1 Theoretical Review**

#### **2.1.1 Agenda-setting Theory**

Agenda-setting is the possibility that what the public thinks about is set by the media. The primary orderly investigation about Agenda-Setting theory was first presented by McCombs and Shaw (1972), this theory depicts the force of the news media to impact the notability of themes on the public plan. This theory expresses that the news has a vital impact in the molding of political real factors. The agenda-setting theory of McCombs and Shaw expresses that when the media ponder the perspectives on an up-and-comer during a mission, they are likewise forming and deciding the issues of significance. This can eventually set the plan for a political mission.

This theory is better suited for this research as it looks at how media in this case social media influences public opinion. Iyengar, (1990) is of this opinion by arguing that social media has acquired major notoriety against customary media in the most recent years and it can decide to its plan and structure the plan of other social gatherings by giving individual regions to its individuals. Security agencies and criminal organizations are continually relying on Kleinnijenhuis and Rietberg (1995) views by making sure that their issues get more time and attention consequently informing agenda setting.

### **2.2.2 Technological Determinism**

The term was instituted by Thorstein Veblen (1857–1929), an American social researcher. Technological determinism looks to show specialized turns of events, media, or innovation all in all, as the critical mover in history and social change. Technological determinism attempts to see how innovation has affected human activity and thought. Changes in technology are the essential hotspot for changes in the public arena. Technological determinism looks to show specialized turns of events, media, or innovation all in all, as the critical mover in history and social change (Feenberg & Andrew, 2004). The theory guarantees that as an outcome of the wide accessibility of innovation, quickened globalization is inescapable. This study is guided by this view as social media has enabled globalization.

Roland, (2011) states that the technological determinist perspective on financial advancement came from the German scholar and business analyst Karl Marx, whose theoretical framework was grounded in the point of view that adjustments in innovation, and explicitly profitable innovation, are the essential impact on human social relations and hierarchical design and that social relations and social practices eventually rotate around the mechanical and monetary base of a given society. This theory accordingly utilizes this theory to show what innovation has meant for human social and social associations through web-based media. A critique of technological determinism is that innovation never compels itself on individuals from the general public.

### **2.1.3 The spiral of silence theory**

The spiral of silence theory was first proposed by the German political scientist Elisabeth Noelle-Neumann. This theory contends that some popular sentiments become predominant in the general public when the individuals who see their assessment to be in the minority do not voice their assessment because of dread of social isolation (Noelle-Neumann, 1974). The Spiral of Silence starts when people choose not to express their assessments on social or good issues since they dread dismissal by their companions. People's dread of confinement makes individuals discover approaches to try not to be separated.

Nonetheless, agenda-setting theory depicts the connection between media and popular assessment by attesting that the public significance of an issue relies upon its remarkable quality in the media alongside setting the plan. The critics of this theory frequently guarantee that people have various impacts that influence if they stand up. This is because individuals fear seclusion in their little groups of friends more than they do in the populace at large. There is likewise mixed information about the duty of topic salience in impacting if somebody will stand up in web-based media. Contingent upon the theme, issue notability associates with connecting and holding social capital, in this manner propose that collaborations with one's online local area may impact what an individual thinks about a significant point.



## 2.2 Empirical Review

### 2.2.1 Social Media and Security Agenda-Setting

Agenda setting is a unique cycle where entertainers, having various interests, contend with one another to procure their issues a put on the agenda and keep others' issues off the agenda. Rivalry emerges because the agenda is limited in degree and the political framework has restricted methods and assets, whereby a limited number of issues can be tended to, among all potential issues apparent by the political local area as requiring public intercession. Agenda setting as the name recommends centers around how and why a few issues get political consideration when others do not.

McCombs (2014), states that this is central both to understanding policy change and political competition. Traditional models of agenda setting hold that established press impact the public agenda by driving crowd consideration, and saw significance, to specific issues. Notwithstanding, expanded selectivity and crowd discontinuity in the present computerized media climate undermine the conventional agenda-setting force of the mass media. A significant improvement to consider considering this change is the developing utilization of online media for amusement and trade of data.

Iyengar, (1990) affirms that social media has acquired major fame against customary media in the most recent years and it can decide its agenda and structure the agenda of other social gatherings by giving individual zones to its individuals. These agendas can be clashing because they can restrict and arrange the assets of entertainers. Apportioning limited assets unavoidably favor a few agendas over others with coming about distributions as results of challenged and arranged cycles. A piece of these cycles is keeping up prioritization of explicit agendas which are not programmed and frequently require persistent resource mobilization.

Further Goffman and Erving, (1967) states that an occasion or thought can be transformed into a significant subject of social agenda by fast conveyance of online media, this is when data or information is shared on Facebook; a tweet can be enjoyed rapidly, it is retweeted or it is added to top picks and this usage can be circulated in a brief timeframe among the clients. Particularly online media devices, for example, Facebook, Twitter, and so forth have a vital spot in the everyday life of individuals, with the quick spread of smartphones in individuals' day by day life Twitter can shape its unique agenda with its "top trend lists " since Twitter has a fast message appropriation among its individuals. Clients can talk or remark about a top pattern subject following it. If this subject is extremely appealing, it very well may be disseminated rapidly despite the fact that it has not news esteem.

On a similar Munoz, Lego, Towner, and Terri, (2011), states that social media can get concurrent inputs from its clients and this makes it valuable according to its clients. Also, entertainers who place an issue on the agenda will no doubt lead the political conversation on blueprints to address that particular issue. Web-based media executions, structures agendas as the clients and clients make extra commitments to this usage. Improvements in correspondence advancements particularly in web-based media executions have transformed individuals burning through customary media items into content makers for social agenda in the most recent decade. (Davis, 2010).

Therefore, individuals utilizing social media usage successfully can be social media columnists by moving news about their own life as well as news about public activity and

popular assessment into web-based media stages. The subjects disregarded by customary media are reflected by online media clients with utilizing cell phones or smart phones and this has established an option media on the virtual environment compared with conventional media and its devices (Bargh, *et al* 2004).

### **2.2.2 Data Gathering and Security Agenda-Setting**

Powers, William, and Hamlet's, (2010) noted that social media has invaded for all intents and purposes each part of our lives. Web-based media is freely sourced data that offers a new reference of information analysts and advertisers never had before. With each post, discussion, and site or application visit, a client abandons snippets of data. This information goes past basic segment data to vigorous subtleties like inclinations, expectation, conclusion, exercises, and interpersonal organization (Cowan, 1983). Social media is a wellspring of current information, in the past information was verifiable because it required an individual to enter the data into an arrangement of records where it very well may be referred to whenever. Online media information offers this verifiable view as well as an up-to-the-second, streaming perspective. At the point when this information is joined, associations have a total image of their crowd and can even utilize a portion of the information to prepare and anticipate future conduct (Choi et al, 2012).

Information got from social media is delegate information. Web-based media information is likely the best portrayal of a client since it is a streaming record of their convictions, mentalities, and activities (Bollen, Huinan, and Xiaojun, 2011). No other wellspring of information offers a similar sort of granular detail into an individual's life. Associations can utilize this information to become acquainted with an individual on an individual level. Shaw (2014), states the part of new media as a wellspring of data in definitive states is a pattern that was perceived by the US government in June 2009, in the wake of disputable decisions in Iran. Secretary of State Hillary Clinton gave a solicitation to Twitter asking that they defer their arranged site upkeep, permitting Iranians to keep on imparting through the informal organization. For the US government, this additionally implied admittance to data from Iran, with whom the US has had no authority strategic relations for thirty years. Accordingly, online media has assumed a part as a significant hotspot for regular citizens, yet in addition governments in acquiring expected strategic data.

### **2.2.3 Mobilization and Security Agenda-Setting**

The arrival of social media as an informative worldwide gathering, offering need to character sharing and the opportunity of articulation, bringing forth new requests of social and open real factors, with the highlights like Facebook, WhatsApp, Instagram among others, which expands the innovative capability of online media (Spence, Lachlan, and Rinear, 2016). Social media, on one hand, turns into a stage for the interface between individuals having comparable perspectives in the virtual circle, and then again, it is likewise an integral asset to impact popular assessment and government policymaking, (Woolgar, 2011).

With the broad utilization of informal organizations, advanced activism has gone into another generation, continuously arising its practices in understanding the developing requests of the developing clients (Myers, 2017). Social media are filling in as data center points where clients can undoubtedly admittance to various wellsprings of information. They likewise give a virtual space to political articulation and consideration. Taking into account genuine

preparation, web-based media have incredibly diminished expenses of association and cooperation and consequently empowered simpler online enrollment.

There is no uncertainty that online media are significant devices to make data open, just as uniting and assembling individuals. Nonetheless, there are a few constraints of online media. For instance, in numerous nations, a huge extent of the populace is uneducated or doesn't approach the Internet, and is thusly incapable to utilize online media (Nguyen & Jung, 2016). Web-based media are a significant instrument to share data and to assemble individuals, both locally and universally. They have been the main consideration of preparation in numerous new fights, missions, and upsets around the globe. There is a wide range of approaches to utilize social media and to affect the general public.

In some instances, social media has been used as a campaign tool or as a mobilization tool, for instance, bring back our girls' campaign was started as a result of the abduction of 276 from Chibuk on 14<sup>th</sup> April 2014 by members of the Islamic sect, Boko haram schools' girls in Borno state. The social media campaign mobilization has swept the entire world off her feet with the Twitter harsh tag #BBOG. The campaign did not only attract discerning voices around the world, but also that of prominent personalities such as United States president, Barak Obama, UN Secretary-General Ban Ki-moon, German Chancellor, Angela Merkel among others (DondeNeha, & Ranjith,2012).

Chang, Kauffman and Kwon (2014) note that all the more as of late, the systems administration abilities of web-based media were used in the riots occurring in London throughout the mid-year of 2011. Indeed, the London riots share different similitudes other than the utilization of social media with the Egyptian uprising. Both were set off by the outlandish demise of a young fellow. In Egypt, the homicide of Khaled Said by Egyptian police prompted the formation of the Facebook page 'We Are All Khaled Said' which later got instrumental in getting sorted out fights. In London, the shooting of Mark Duggan by police started riots that weakened into silly plundering. Furthermore, the two situations were replied by government endeavors to close down admittance to these online media instruments.

#### **2.2.4 Data Analysis Techniques and Security Agenda-Setting**

Social data analytics includes the examination of online media to comprehend and bring up subtleties that are installed inside the information. Sonia and Brake, (2010) state that social gives two expansive settings from a social researcher point of view, this incorporates gives a wide scope of information in effectively a grounded sociology subject, for example, political theories and humanism. Online media in some cases is viewed as a key change in fundamental suspicions of the social theory (Thelwall & Kousha, 2015). Social media users, for example, political scientists can follow unfurling political fights on the web and the exchange of information between communities of various languages.

There are three fundamental steps in investigating social media utilizing web-based media, which incorporates information ID, information examination, and data understanding. Bianchini, (2012) states that social information investigation generally includes two key advances, which are gathering information created from long-range interpersonal communication locales, and examination of that information, as a rule requiring constant or close to ongoing, information examination estimations. In information ID, any information that passes on an important message becomes data. Organized information is the one that has been coordinated into an arranged storehouse; its components can be made addressable for

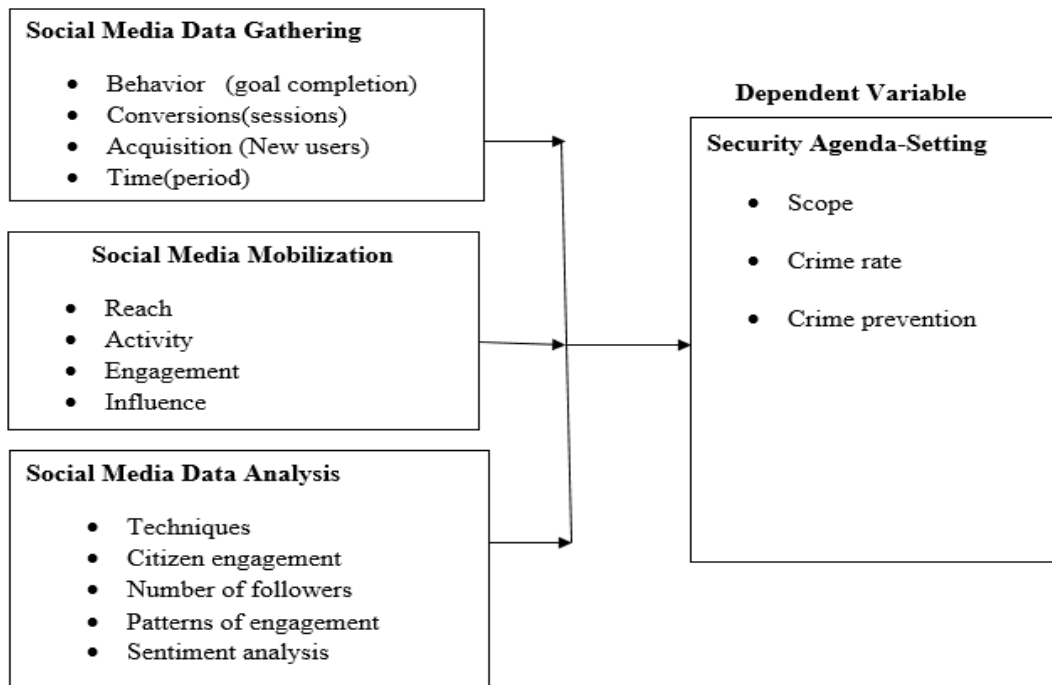


more power handling and examination. The unstructured information, in contrast to organized information, is the least arranged information, which requires the way toward distinguishing the subsets of accessible information to zero in on for investigation (Cramer, Song & Drent, 2016). Data analysis is the arrangement of exercises that help with changing crude information into understanding or into thoughts that can frame data and impart (Ariel & Avidar, 2014). This thus prompts another base of information, information examination is the stage that accepts separated information as information and changes that into the data of significant worth to the investigators. At long last, various kinds of investigation can be performed with online media information, the information examination step starts once we understand what issue we need to address and realize that we have adequate information that is sufficient to create an important result.

### 2.3 Conceptual Framework

This will help in portraying connections between factors of the investigation in a diagrammatic manner. In this research, the dependent variable is security agenda-setting which indicators include; Scope, crime rate, and crime prevention, the independent variables will be social media data gathering, social media mobilization, and social media data analysis techniques. The empirical literature review shows that data gathering indicators include; user behavior (goal completion), conversions (sessions), acquisitions (new users). Mobilization indicators include; reach, activity, engagement, influence. Data analysis techniques indicators include; citizens' engagement, number of followers, patterns of engagement, and sentiments analysis. Finally, these indicators are in adherence to existing policies and the development of new policies as shown by Figure 1.

#### Independent Variables



**Figure 1 Conceptual Framework**

**Source; Researcher, (2021)**

### 3.0 Research Methodology

Given the study targets and questions, this research utilized a descriptive survey research strategy that is extremely basic in social sciences and businesses. The research was done in Nairobi City County, the capital city of Kenya, with a total population of about 3 million. The population targeted included the bloggers, security agents, mainstream media, and youth residents of Nairobi age 18-35 years old within Nairobi City County. A sample size of 227 respondents was achieved by utilizing Krejcie and Morgan (1970) formulae. The researcher used the proportional stratified sampling method as the sampling design of the study, with suitable stratification, the sample size of every stratum is proportionate to the populace size of the stratum. Primary information was collected using semi-structured questionnaires. This was managed through a drop-and-pick strategy for the sampled respondents. The respondents were required to peruse and comprehend the inquiries and record the answer in the given space. Data assembled by questionnaires were coordinated and coded by a computer to decrease Intel's quantity accumulated into one examination structure. The utilization of descriptive and inferential measurements was used to break down information. For the descriptive statistics, the investigation utilized frequencies and percentages. Tables and figures display analyzed data. Regression analysis was the major inferential measurements utilized.

### 4.0 Study Findings

The study involved generating a regression analysis model to determine the correlation between independent and dependent variables. The independent variables were; Social media data gathering, social media data analysis, and social media mobilization while the dependent variable was Security Agenda-Setting. The results are shown by Table 1.

**Table 1 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.968 <sup>a</sup>	.966	.929	.654

Table 1 presents R-squared, a statistic that indicates the rate of variance in the synthetic variable that observed variables explain collectively. It determines the strength of a relationship between the regression model and dependent variable on a 0-100% scale. Since the value of R-squared is .966, then it means that the regression model fits study observations very well. This means that both dependent and independent variables are positively and significantly related.

**Table 2 Regression Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t
	B	Std. Error	Beta	
(Constant)	101.222	4.587		22.065
1 Mobilization	1.000	.104	.608	9.600
Data analysis	1.071	.110	.614	9.699
Data gathering	1.082	.113	.617	10.779

Table 2 shows bivariate correlations between synthetic (dependent) variables and observed (independent) variables. According to this table, there is a significant positive correlation between observed and synthetic variables. However, social media data gathering has a higher beta value (1.082) than other independent variables, meaning that it is a higher influence on the dependent variable. This is followed by social media data analysis and social media mobilization with beta values of 1.071 and 1.000, respectively. These findings show that the security agenda setting in Nairobi County is significantly influenced by social media data gathering, followed by social media data analysis and social media mobilization. The findings give rise to the following statistical expression:  $Y=101.22 + 1.082X_1+ 1.000X_2+ 1.071X_3 + \epsilon$

Where Y is Security Agenda-Setting,  $X_1$  is Social media data gathering,  $X_2$  is social media data analysis, and  $X_3$  is social media mobilization.

## **5.0 Conclusions and Recommendations**

### **5.1 Conclusions**

This study aimed to identify the effects of social media on security agenda-setting by introducing new technologies for security agents to enhance and improve security. The findings concludes that social media has a significant influence on security agenda setting in Nairobi City County. Different social media sites, such as Facebook, Twitter, LinkedIn, Instagram, and even WhatsApp, play a significant role in the spread of information and fight against crime in Nairobi County. The researcher has found that social media sites help in mobilization, data gathering, and analysis. The study thus concludes that the mobilization process involves the influence of social media in their lives, behaviors, and how they perceive various issues, such as security matters.

The study findings show that social media can shape people's opinions, and other individuals use it to achieve their agendas, such as pursuing others to subscribe to their views. In terms of data gathering, social media is concluded to be used by users, such as the public, criminal organizations, or even law enforcers, to drive their agendas. On the other hand, law enforcers or security officers are concluded to use social media to gather intelligence information or sensitize the public against some security issues. Lastly, security agenda setting is concluded to be influenced by various techniques used to analyze social media information, such as sentiment and text analytics. This influence is affirmed by inferential analysis outcome, which shows that both dependent and independent variables are positively and significantly related.

### **5.2 Recommendations**

The study shows that criminal organizations use social media platforms, specifically Facebook to recruit young people. Also, they use social media to communicate and publicize their lethal activities to targeted individuals. The DCI's office, through the ICT ministry, County government, and National government can reduce chances of youth recruitment by criminal organizations via social media by using different platforms, such as Facebook to learn much about gang affiliations and identify whether their comments or pictures shared are meant to attract or convince unsuspecting people. A similar approach can be applied by law enforcers within Nairobi County to reduce cases of youth recruitment through social media by criminal organizations.

The findings show that social media mobilization shapes people's opinions and can be used by other individuals to achieve their agendas by spreading fake information. The increased

use of technological tools and social media platforms in Nairobi enables individuals intending to manipulate public opinion regarding security agenda setting by spreading misleading, inaccurate, and false information, to reach targeted audiences. This possess a threat to national security and democratic systems, not only in Nairobi County, but also in other countries, such as Sweden, Mexico, India, and Argentina. The government can prevent such social media mobilization that spreads false information by enforcing criminal sanctions and hefty penalties for any offenses or suspected spread of information that can trigger insecurity within the scope area. This measure has been adopted in different countries, like Denmark.

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