

Book Description

In his book, *Social Media and Political Campaigns in Kenya*, Dr. Ndavula explores the relationship between digital networking and contemporary Kenyan politics. He addresses the following questions: Is the Kenyan political campaign being affected by social media usage? What are the theoretical underpinnings of social media adoption for the political campaign? What power do social media exercise in the political campaign process? What are the implications for social media use for democracy? What are the early lessons to be learned and prospects for the adoption of social media for political campaigns? His conclusion is that social media play a transformative role in political campaigns in Kenya, and understanding usages might help Kenyans to build more stable democratic structures.