

Influence of Revolutions in Information Technology on Electronic Media Coverage of Political News in Kenya in the 21st Century

Koech Judy Jepkorir, Otieno Isaiah Oduor, Ondere Philip Kilonzo

Department of History, Archaeology and Political Studies, Kenyatta University, March, 2025

DOI: <https://doi.org/10.51244/IJRSI.2025.12040032>

Received: 24 March 2025; Accepted: 29 March 2025; Published: 03 May 2025

ABSTRACT

Liberalization of the airwave in Kenya in the early 1990s led to increased press freedom by allowing for the registration of privately owned broadcast media outlets. The 21st Century has experienced a significant revolution in information technology that has fundamentally altered various facets of human existence. The advancements in this field, particularly with the advent of the internet have transformed the production and distribution of news. This has led to trends towards the emergence of a post-truth media in political communication. This study analyses the transformations in information technology its effects on reporting of political news. Based on the agenda setting theory this study argued that in as much as professional journalism stresses objectivity in news production, the electronic media in Kenya has in electoral periods been used to mobilize support for political contestants across the political divide. This study took the form of an exploratory research design. To achieve its objectives the study used stratified probability and purposive sampling techniques to select a total of 100 respondents for interview. Stratified probability sampling was used to select 70 Ordinary Citizens (7 from 10 sampled Constituencies). Purposive sampling was used to select 30 respondents as follows; 10 journalists from different media houses, 5 Media Experts and 15 politicians from both government and the opposition.. Data from the study was analyzed and interpreted qualitatively. The findings of the study noted that enhanced connectivity provided by the internet along with the prevalence of social media and mobile devices for news consumption has contributed to a rise in the use of propaganda misinformation and fake news. It was revealed that revolution in information technology has subsequently led to trends towards propaganda and fake news by the mass media in an attempt to influence public opinion.

INTRODUCTION

The 1990s was a significant milestone in the evolution of journalism in Africa. This decade marked the onset of political pluralism in numerous African nations, coinciding with a wider trend of economic liberalization across the continent. The media landscape, previously under strict state control, began to embrace private ownership. As a result, both the broadcasting and print media industries experienced remarkable growth, leading to the establishment of a multitude of radio and television stations, along with various newspapers throughout Africa. The liberalization of the airwaves considerably expanded press freedom (Hachten, 2016).

Revolutions in information technology during the 21st century have significantly transformed the electronic media's coverage of elections. Savolainen (2007) observes that the enhanced connectivity provided by the internet, along with the proliferation of social media and mobile devices for news dissemination, has contributed to a rise in the use of propaganda, misinformation, and fake news. Veltman (2006) argues that this transformation in information technology and news production extends beyond mere advancements in computers and the internet; it represents a fundamental reorganization of how news and information are communicated to the public. Salgado (2018) characterizes this period as one dominated by post-truth media, which has refined the techniques of information fabrication and manipulation to fulfill specific political agendas in the 21st century.

The essence of the post-truth phenomenon is that objective facts and evidence have been supplanted by individual beliefs and emotions, leading to a shift in the nature of news and the criteria by which people accept information as newsworthy (Rochlin, 2017). In this context, political entities often distort facts through propaganda, presenting these distortions as legitimate news. The revolution in information technology has profoundly impacted the media's processing of news during electoral periods, shaping and influencing public opinion on political matters. In the 21st century, news production is no longer limited to traditional media outlets; rather, it can be generated by anyone with a mobile phone and internet access.

Savolainen (2007) documents that with the rise of social media use, it can be easily seen that social networks participate in the process of producing and disseminating news. News or events that have the potential to influence the masses can pass through within a very short period from the spark to the fire. The advent of the internet and digital technologies has fundamentally changed the way recipients consume media content. In addition to the removal of spatiotemporal barriers, the way in which content is regulated by media owners has also changed. The rapid rise of digital media has brought, among other things, a decline of trust in the traditional (mainstream) media and a boom in alternative information sources.

According to Veltman (2006) social media users, who now have joined the news production process, undoubtedly use the right to freedom of thought and expression. Subsequently, every social media user share news or event based on personal beliefs and emotions. The natures of the news and the things people accept as news have shifted to a place of belief and emotion. With the development of network technology and information society, social media has become a popular platform that users in increasing numbers choose to use. As a new way of life, it changes the way people think and behave. Social media also continues to exert a greater influence. Social and political discussions have taken on new dimensions as a result of the social media platforms that have arisen within the context of new technologies and are new configurations of contemporary technology and the internet. It is against this background that this study will examine revolutions in information technology in the 21st Century and its impacts on electronic media coverage of political news in Kenya.

STATEMENT OF THE PROBLEM

Electronic media has played a crucial role in providing political information in Kenya since the country gained independence. The early 21st century witnessed a significant transformation in information technology, characterized by the rise of the internet and digital platforms that have reshaped news production and distribution in Kenya. This technological revolution has profoundly altered how news is created and shared with the public. As a result, there has been a notable shift towards a post-truth media environment, where the manipulation and construction of news to achieve specific political goals have become increasingly sophisticated. Within this post-truth context, the use of propaganda, misinformation, and fabricated stories has been employed to promote particular political interests. Consequently, personal beliefs and emotions have taken precedence over factual evidence, leading to a decline in the critical evaluation of news.

The main aim of media is to provide the audience with essential information that enables them to form their own informed opinions. Although electronic media significantly impacts public perceptions and decision-making, it can also display subjectivity and bias in its coverage and analysis of political matters and events. The electronic media has the potential to alter the operations of governmental institutions, the communication approaches of political leaders, the dynamics of electoral competitions, and the interactions among citizens regarding political issues. Furthermore, electronic media can be deliberately utilized to influence and shape political viewpoints. This article explores how electronic media coverage has affected and shaped the political opinions of individuals in Kenya from 1963 to 2024.

SPECIFIC OBJECTIVE OF THE STUDY

This study will analyze transformation in information technology its effects on reporting of political news

LITERATURE REVIEW

Savolainen (2007) documents that increased connectivity provided by the internet and the rise of social media have been accompanied by the proliferation of propaganda, misinformation, and fake news. Veltman (2006) asserts that this technological revolution has reorganized the manner in which news and information are shared with the public. A notable trend has emerged in which the crafting and manipulation of information to fulfill specific political aims have been refined. Digital news outlets have increasingly engaged in the distortion of facts through propaganda, presenting such information as legitimate news. This manipulation significantly influences and shapes public perception regarding political news.

Calandro et al. (2012) contend that the increasing significance of social media has allowed social networks to participate actively in both the production and distribution of news. Consequently, news generated through these platforms can swiftly reach a vast audience. The freedoms of thought and expression have empowered social media users to engage in the creation and sharing of news (Montero, 2009). In Kenya, platforms such as Facebook and Twitter have played a crucial role in disseminating news and local information. Social media has proven to be particularly effective in delivering news to regions that mainstream media outlets are unable to access promptly. In certain instances, local newspapers depend on social media for their news content.

Barnett and Gaber (2001), highlight that the reporting and analysis of political issues on social media can often be influenced by subjectivity and bias. This lack of objectivity complicates the accurate presentation of facts and poses a risk of swaying public opinion or beliefs. Social media possesses the capability to transform governmental operations, alter the dynamics between politicians and the public, influence electoral processes, and shape how citizens engage with one another regarding political topics. It is evident that electronic media can manipulate and distort news information to promote a particular narrative or viewpoint. Given that politics often revolves around popularity, journalists may feel pressured to endorse specific causes. Consequently, this can lead to a decline in public trust towards journalists and media organizations. The way news is produced and disseminated significantly affects the audience's perception.

According to Moyo (2009), the emergence of the internet has sparked concerns among certain African governments regarding the capacity of new media to shape public perceptions and opinions about autocratic regimes. There were fears that social media might motivate citizens to confront and possibly overthrow their governments. In Kenya, Nyanjom (2012) points out that social media has created new avenues for political candidates to interact with voters directly, in contrast to traditional methods such as rallies, posters, billboards, and mainstream media. It has been demonstrated that social media facilitates a more efficient flow of information from candidates to voters, unlike traditional media, which is often costly and lacks immediate feedback. Consequently, social media has enhanced politicians' ability to inform and mobilize voters during election campaigns.

THEORETICAL FRAMEWORK

The study was anchored on the agenda-setting theory. Professors Maxwell McCombs and Donald Shaw were the first to implement this analytical framework in their examination of the 1968 U.S. presidential elections. This article sought to identify whether political issues perceived as most significant by the public were also those that garnered the most negative media coverage. This agenda setting theory posits that the media can influence the importance assigned to various issues on the public agenda. To some degree, the mass media is compelled to focus on the interests of their audience or the demands of the public (McCombs, Shaw & Weaver, 2013). According to Littlejohn & Foss (2009), the agenda-setting theory elucidates the connection between the emphasis the mass media places on a particular issue and the reactions of the media's audience or the public to those issues. The concept begins by illustrating how the media shapes political behavior during election periods (Cohen, 1963).

It is argued here that the media filters and alters what we see rather than just telling the audience stories. This argument is predicated on the assumption that if a topic is covered in-depth by the media, the general people will be more likely to consider it important. It is further argued that media influence impacts how news stories are presented and how they impact the public's perception of them. The audience will rationally conclude that the news and information being presented to them is the most significant news and information because of how news broadcasts are made.

The social media in this case decides which news should be delivered first and which should come later based on how people view various topics and how much of an impact a given piece of news will have on the audience. Drawing from the agenda-setting theory it is argued that media organizations play a crucial role in shaping political discourse by identifying and highlighting the issues deemed most significant in their news coverage. These institutions are identified as the primary entities responsible for selecting and prioritizing news stories based on their assessment of public interest. As the media curates and presents information it influences the audience's perceptions of cultural, social and political narratives.

RESEARCH METHODOLOGY

This study took the form of an exploratory research design. Interview schedules with open ended questions were used as research instruments. This study used stratified probability and purposive sampling techniques to select a total of 100 respondents for interviews. Stratified probability sampling was used to select 70 Ordinary Citizens (7 from 10 sampled Constituencies). Purposive sampling was used to select 30 respondents as follows; 10 journalists from different media houses, 5 Media Experts and 15 politicians from both government and the opposition. Data from the study was analyzed and interpreted qualitatively. Qualitative data from interview schedules was analyzed using content analysis. To give the research conclusions the essential authenticity, secondary data was subjected to documentary analysis as part of the data analysis process. To arrive at a logical conclusion, the researcher questioned the author's legitimacy and the language employed by the respondents.

Influence of Revolutions in Information Technology on Electronic Media Coverage of Political News in Kenya in the 21st C

The Internet, particularly social media significantly contributes to the amplification of economic, political, and cultural grievances worldwide. Moreover, these platforms exert independent influences on political dynamics in both established democracies and authoritarian regimes. We currently inhabit a post-truth era, where alternative or perceived facts often overshadow actual facts, capturing public attention to such an extent that they replace objective realities. In this context, emotions and sentiments increasingly take precedence over empirical evidence. Highly potent mass communication tools, driven by digital technologies, are employed to foster widespread consensus in public opinion regarding political, social, and economic matters.

At the onset of the 21st Century, the methods employed for online information retrieval began to diversify significantly. The proliferation of devices generating data and information has resulted in an exponential increase in the volume of available content. The growing prevalence of social media platforms has made it evident that these networks play a crucial role in the creation and distribution of news. Events or news items with the potential to sway public opinion can transition from initial awareness to widespread attention in a remarkably brief timeframe. The emergence of the internet and digital technologies has fundamentally transformed how audiences engage with media content. In addition to eliminating geographical and temporal constraints, the regulation of content by media proprietors has also evolved. This shift has complicated the ability of power elites to manage the nature and quality of information accessible to the public. The swift ascent of digital media has, among other consequences, led to a decline in trust towards traditional (mainstream) media and a surge in alternative sources of information.

As noted by Grech (2017) advancements in technology, media, and politics have the potential to alter perceptions of reality at an unprecedented speed. Nevertheless, it is crucial to recognize that the fundamental concepts associated with 'post-truth politics' are not entirely new to the realms of politics and media. Hannan (2018) adds that the practice of creating and manipulating information for political purposes has a long-standing history. Indeed, it is likely as ancient as politics itself. Similarly, the presence of deception and dishonesty within political spheres is not a recent phenomenon; numerous instances have been documented throughout the histories of various nations in Europe and beyond. Hannah Arendt extensively explored these themes. In her analysis of deception and 'defactualization,' she articulated the 'intentional rejection of factual truth' and the 'ability to alter facts.' Arendt asserted that 'truthfulness has never been regarded as one of the political virtues, and lies have consistently been viewed as acceptable instruments in political interactions (Ibid, 2018)

In Kenya social media users, who have now become integral to the news production process, are exercising their rights to freedom of thought and expression of political views. However, it is unrealistic to expect that every individual on social media will present news or events in a manner that is truthful, objective, or ethical, as personal beliefs and emotions often influence their narratives. Consequently, the nature of news and the criteria by which individuals accept information have evolved to be more aligned with belief and emotion. With advancements in network technology and the emergence of an information society, social media has gained popularity, attracting an increasing number of users. This new lifestyle is transforming the ways in which people think and act, while also amplifying its influence. Social and political discourse has acquired new dimensions due to the rise of social media platforms, which are products of contemporary technological advancements and the internet.

As internet technology continues to evolve in the country, communication rights have transitioned from the print media era to the electronic media age, leading to a decline in the traditional media-centric communication model. Furthermore, social media, which has emerged from media technology, eliminates the temporal and spatial barriers that once separated individuals. It facilitates interaction across different times and locations, thereby altering the production, acquisition, and consumption of news information.

The proliferation of misinformation has resulted in the normalization of falsehoods, thereby altering the perception of truth. The credibility of media outlets has diminished in relation to individual viewpoints. Consequently, objective facts are often overshadowed by the manner in which narratives are presented, prioritizing the storytelling approach over the actual events. It has become less about the reality of occurrences and more about engaging with interpretations of facts that align with personal beliefs. The phenomenon of post-truth extends beyond the political sphere, posing significant risks in advertising and corporate settings as well. It is imperative for large corporations, particularly in critical sectors like energy and finance, to reassess their communication strategies. Their messaging should not solely focus on disseminating information but also on countering misinformation, alternative narratives, rumors, and, at times, outright falsehoods.

Post-truth is a significant area of study within political communication, as well as in related fields such as journalism and communication technology. From a journalistic standpoint, post-truth politics give rise to fake news, which is often regarded as a central concern (Hannan, 2018). The rapid spread of fake news can create a distorted sense of reality or serve as a form of propaganda. In this context, various communicators—including government entities, political parties, individuals, and political institutions—play a crucial role in disseminating alternative facts that lead to widespread consumption of misinformation. A society that engages with false news is likely to propagate it further. Presently, the prevalence of fake news is increasing, often employed to undermine or discredit individuals, parties, or institutions. This phenomenon also sparks a conflict between objective truth and subjective interpretation. In an era of globalization, virtually anyone can assume the role of a journalist, sharing news through social media platforms or personal blogs. In Africa, social media serves as a tool for expressing diverse political viewpoints.

Numerous instances illustrate how various African governments have employed propaganda to shift focus from critical issues. Jacob Zuma, the fourth president of South Africa, utilized the media to highlight economic challenges faced by Africa, which he attributed to inequities imposed by Western nations. He contended that the stagnation of economic transformation in Africa was a consequence of Western imperialism and asserted that the economic framework established by Western countries was racially biased, necessitating South Africa to address internal racism within its economic structures. Furthermore, he characterized South Africa as a victim of white monopoly capital. These assertions were disseminated through national media; however, they served to obscure his shortcomings in governance. The narrative of economic transformation was manipulated to benefit his family and other political elites, despite their being part of the black elite (Gumede, 2017). President Zuma propagated the concept of white monopoly capital as a contrived issue via social media, employing fake accounts to obscure the source of the information. This strategy led to widespread discussions about the need to address governmental corruption, resulting in a public campaign against white monopoly capital.

A similar situation unfolded in Zimbabwe, where President Mugabe attributed his government's failures to British colonialism. He circulated narratives about Britain's oppressive actions to distract from the rampant corruption within his administration, thereby securing his hold on power. In addition to corruption, Mugabe's regime was marked by inadequate public services, prompting him to deflect attention from societal criticisms (Gumede, 2017). In Namibia, several instances of misinformation were also reported. President Hage Geingob faced negative media coverage, including a fabricated report claiming he had met with North Korean President Kim Jong Un in China (Mare, 2018). Additionally, controversies arose prior to the Swapo Party Congress, which threatened Geingob's position in the contest for the secretary general role.

In Ethiopia, the government found itself subjected to a series of fake news attacks. Reports emerged regarding hostility directed at the diaspora during their celebratory ceremonies. In response to these allegations, activists within Ethiopia organized protests against the government's treatment of the diaspora. The protests had significant repercussions, leading to the hacking of the government's website. In certain regions, the government responded by shutting down internet access. Notably, the claims of aggression were later discredited, with foreign journalists verifying the inaccuracies. However, the nature of the news was suspect, as it appeared to be politically motivated and aimed at discrediting the authoritarian regime. Another instance of misinformation in Ethiopia involved the alleged severance of diplomatic ties with South Sudan, which posed a threat to the political stability of both nations. Recent confirmations have indicated that these reports were indeed false (Yilma, 2017).

In West Africa, the Ivory Coast faced a landscape of post-truth politics during the 2010 elections. Following a decade without elections, the political climate escalated into civil conflict in 2011. Alassane Ouattara was declared the winner, yet Laurent Gbagbo also asserted his victory. Supporters of Gbagbo protested the election outcome, leading to media shutdowns and restrictions on news dissemination regarding the results. Journalists were forced into hiding, and newspapers ceased publication. The absence of credible information from national media allowed false narratives to proliferate, with the internet emerging as the primary source of alternative information accessible to the public. Social media served as a platform for communication and the dissemination of various issues. A significant challenge in relying on alternative media for political information was the presence of unverified accounts disseminating news. Whether these sources were citizens, members of the diaspora, or foreign individuals, the circulation of unverified information sparked debates and disputes, fostering animosity between opposing political factions. As noted by Schreiner (2018), civil war in the Ivory Coast was inevitable compounded by fake news.

Kenya has been recognized as the country with the highest level of news consumption. The citizens of Kenya exhibit a proactive approach in seeking and evaluating various news sources to verify their accuracy. Typically, news that is circulated frequently is regarded as the most trustworthy measure of credibility in the Kenyan context. As a result, when information that challenges widely held beliefs surfaces, it is frequently met with public skepticism. This pattern has profoundly impacted the media consumption behaviors of the Kenyan population.

The heightened engagement of Kenyans with media has implications for electoral outcomes. As elections approach, there is a notable increase in media consumption across the country. Among various demographics, the youth emerge as the most active consumers of political news, with research indicating that 88% of young individuals engage with news content. This trend has contributed to a decrease in voter apathy within the youth demographic. In this environment, the phenomenon of post-truth has become a pressing political reality that society must confront, as it poses a threat to the integrity of democracy, which could be undermined by such discourse (Portland, 2017).

There are circumstances in which social media may indeed undermine democratic processes (Bauman 2016; Sunstein 2017). By curating and altering information, social media can exacerbate the fragmentation and polarization of public opinion, a phenomenon that Prior (2007) previously identified in television audiences. Chadwick et al. (2018) discovered that the dissemination of tabloid news via social media significantly predicts behaviors associated with democratically harmful misinformation and disinformation. Furthermore, we currently inhabit a time when emotions appear to hold greater sway than factual information for many individuals, particularly within various forms of populist discourse that prioritize emotional appeals, such as fear and resentment, over rational arguments. Consequently, objective facts often exert less influence on public opinion compared to emotional and belief-based appeals. In this context, one might argue that post-truth politics reflects the current social and political landscape regarding truth rather than serving as its origin.

This observation does not imply that truth has become obsolete; rather, it highlights the increasing difficulty in reaching a consensus on what constitutes truth when diverse interpretations are regarded as equally valid. Historically, conflicting narratives (truths) have existed on numerous topics, but a notable distinction of the present era is the diminished authority of mainstream politics and media (the 'establishment') in defining the predominant interpretation of facts. A larger array of political and social actors, including those previously marginalized from mainstream discourse, can now circumvent traditional power structures and communicate directly with the public (disintermediation). However, this shift also facilitates the widespread dissemination of misinformation, rumors, and conspiracy theories without the benefit of journalistic scrutiny.

The widespread presence of digital media has led to the emergence of new content, formats, genres, and uses, significantly altering the media landscape and impacting political dynamics. Notably, some of these trends, such as audience fragmentation and the development of new genres, were already evident prior to the rise of social media. Rather than a simple replacement of old media with new, we now observe a hybrid media system (Chadwick 2017), where traditional and contemporary media logics coexist. The author asserts that while older media continue to play a vital role in politics, political figures and journalists have increasingly embraced practices associated with the Internet.

In addition to evolving media consumption patterns and the emergence of hybrid forms of media there exists a prevailing atmosphere of skepticism towards politics. This is reflected in news coverage characterized by drama, negativity, and interpretation, as well as in talk shows that merge entertainment and humor with political discourse (Coleman 2010). These portrayals of politics contribute to the mindset that underpins public perceptions of political figures and institutions.

Citizens in Kenya have never had access to such an extensive array of information from diverse sources and channels. However, an overwhelming amount of information without adequate filtering can result in individuals lacking a clear understanding of what is pertinent versus what is not. A significant related factor is the impact of social media on the information that individuals encounter. Historically, it was more challenging to selectively choose information. In contrast, advancements in technology have facilitated the customization and filtering of information through algorithms, such as those used in Facebook's news feed. Consequently, Facebook users often engage with content that aligns with their existing beliefs, creating echo chambers that reinforce their views, biases, and ultimately contribute to societal polarization.

News consumers who rely solely on online sources for their information are less likely to encounter content that challenges or contradicts their perspectives, as well as facts that counter misinformation circulated by those within their social circles. Existing research indicates that confirmation biases significantly influence attitudes toward political and scientific facts (Munro and Ditto 1997). People generally gravitate toward information that supports their beliefs and rarely scrutinize news that aligns with their preconceived notions (Garrett 2009). This tendency is not confined to specific demographics; rather, all individuals possess biases that shape their interpretation of news.

There exist numerous websites and groups dedicated to the propagation of false information, aimed at swaying public opinion or targeting specific demographics. These platforms often mimic legitimate news sources and are designed for extensive sharing across social media networks. Similar to the concept presented in Umberto Eco's "Domani," many individuals perceive these as credible news articles due to their resemblance to authentic reporting. This phenomenon is facilitated by the increasing reliance on Facebook as a primary source for news consumption and information access among a growing audience. Some scholars contend that the Internet has not only amplified the prevalence of misinformation but has also bolstered the perceived legitimacy of such content, owing to the structural dynamics of social media (Garrett 2011).

The intentional use of online platforms to spread contentious material and highly charged political rhetoric is intricately linked to the concept of post-truth politics. This also applies to the strategic dissemination of manipulated and false information to secure advantages in political disputes. The reliance on distorted facts to reinforce existing beliefs and polarize public opinion is associated with populist tactics, which, in turn, exacerbate one another. This cycle is fueled by a pervasive skepticism towards information provided by authorities and the increasing utilization of social media as a networked source of information.

The paradox lies in the abundance of available information, contrasted with a rising number of individuals encountering a narrower range of perspectives and an increase in fake news. This situation arises from the manner in which data is organized and disseminated through algorithms on social media platforms, search engines, and automated news generation, leading to filter bubbles. Additionally, in the pursuit of greater advertising revenue, clicks, likes, shares, and comments, news media often emphasize certain facets of reality while neglecting others deemed less engaging. Consequently, news consumers struggle to navigate the overwhelming influx of information, often seeking out content that confirms their preexisting biases.

In Kenya, the increasing significance of social media has facilitated the involvement of social networks in both the production and distribution of news. Consequently, news generated can reach large audiences in a remarkably short timeframe. The freedoms of thought and expression have empowered social media users to participate actively in the creation and dissemination of news (Montero, 2009). Platforms such as Facebook and Twitter have played a crucial role in sharing news and local information. Social media has proven particularly effective in delivering news to areas that mainstream media outlets may not reach promptly. In some instances, local newspapers have turned to social media as a source of news.

With the rise of the internet, certain governments in Africa expressed concerns regarding the potential of new media to influence the perspectives and thoughts of ordinary citizens about autocratic regimes. There were fears that social media could incite citizens to challenge and potentially overthrow their governments. The impact of social media on the information accessible to viewers in Kenya is significant. This growing influence has prompted governments to threaten to restrict or sever internet access during election periods and anti-government demonstrations. The preeminence of social media and the internet in news distribution has recently posed a challenge to those who have traditionally held power over state affairs. The internet, particularly social media, offers virtual platforms for political discourse among the youth in Kenya. The social media continues to play a vital role in mobilizing and raising awareness among the youth regarding public opinion issues. This engagement enhances youth participation in the political processes of governance and democratization. Furthermore, social media has created new avenues for political candidates to connect with voters directly, in contrast to traditional methods that rely on rallies, posters, billboards, and mainstream media.

CONCLUSIONS

This article has examined the revolutions in information technology during the 21st century and their effects on the electronic media's coverage of elections. The enhanced connectivity provided by the internet, along with the proliferation of social media and mobile devices for news updates, has contributed to a rise in the use of propaganda, misinformation, and fake news. Additionally, it has been noted that the 21st century has experienced a transformative revolution in information technology that has fundamentally altered various facets of human existence. The advancements in this field were characterized by the advent of the internet, which revolutionized both the production and distribution of news by the media.

REFERENCES

1. Barnett, S. and Gaber, I. (2001). *The Twenty-First Century Crisis in Political Journalism*, Continuum. Media and Politics, Continuum.
2. Calandro, E, Stork, C and Gillwald, A. 2012. "Internet Going Mobile – Internet access and usage in 11 African countries", Research ICT Africa Policy Brief, NO. 2, 2012.
3. Chadwick, A., Vaccari, C. and O'Loughlin, B. (2018), 'Do tabloids poison the well of social media? Explaining democratically dysfunctional news sharing', *New Media & Society*, 20 April, <https://doi.org/10.1177%2F1461444818769689>. Accessed 18 October 2018.
4. Cohen, B.C. (1963). *The Press and Foreign Policy*. Princeton, NJ: Princeton University. Communications Commission of Kenya (CCK).(2018). *Fortune of Africa Kenya*.
5. Coleman Stephen (2010) *The Media and the Public: Them and Us in Media Discourse*. *Journal of Media and Politics*. Vol 10 (2)
6. Garrett Kelly (2009).Echo chambers online? Politically motivated selective exposure among Internet news users. *Journal of Computer-Mediated Communication* 14 (2).
7. Grech, V. (2017). Fake News and Post-Truth Pronouncements in General and in Early Human Development. *Early Human Development*. 115, 118-120.
8. Gumede, W., 2017. African leaders are masters at 'posttruth' politics.. ICoCSPA 2018 - International Conference on Contemporary Social and Political Affairs. <https://www.africanindy.com>.
9. Hannan, J., 2018. Trolling ourselves to death? Social media and post-truth Politics. *European Journal of Communication*.
10. Hachten, William A. (2016). *The Press in a One-Party State: Kenya Since Independence*. *Journalism and Mass Communication Quarterly*, Vol 42, Issue 2.
11. Littlejohn, S.W., & Foss K.A (Eds.), (2009).*Encyclopedia of communication theory* (Vol. 1).Sage.
12. Mare, A., 2018. Making Sense of Fake News within. *The Namibian Communication Ecology*. <http://www.confidente.com.na/2018/04>.
13. McCombs, M. E., Shaw, D. L., & Weaver, D. H. (2013). *Communication and Democracy: Exploring the Intellectual Frontiers in Agenda-Setting Theory*. Routledge.
14. Montero, M. D. (2009). Political e-mobilization and participation in the election campaigns of Ségolène Royal (2007) and Barack Obama (2008), *Quaderns del CAC*, 33, 27-34.
15. Munro Geoffrey and Ditto Peter (1997) Biased Assimilation, Attitude Polarization, and Affect in Reactions to Stereotype-Relevant Scientific Information. *Personality and Social Psychology Journal*. Vol 23(6)
16. Nyanjom Othieno (2014) *Factually true, legally untrue: Political Media Ownership in Kenya*. Internews,
17. Portland, 2017. *The Reality of Fake News in Kenya*, Nairobi: Geopoll.
18. Rochin Nick (2017) Fake News: Belief in Post-Truth. *Library Hi Tech* 35 (2)
19. Savolainen, R. (2007). Information Behaviour and Information Practice: Reviewing the "Umbrella Concepts" of Information-Seeking Studies. *Library Quarterly*. 77(2), 109-132.
20. Schreiner, T., 2018. Information, Opinion, or Rumor? The Role of Twitter During the Post-Electoral Crisis in Côte d'Ivoire. *Sage Journals*.

21. Veltman, K. H. (2006). Understanding New Media: Augmented Knowledge & Culture. University of Calgary Press: Calgary.
22. Yilma, K. M., 2017. Fake News' and Its Discontent in Ethiopia. Mekelle University Law Journal, p. Vol. 5 (1).