

## BBC Media Action – Governance Case Study – Kenya

BBC Media Action’s governance research seeks to understand whether media programmes can foster political participation by providing access, increasing knowledge, stimulating discussion and enabling people to interact directly with decision-makers.

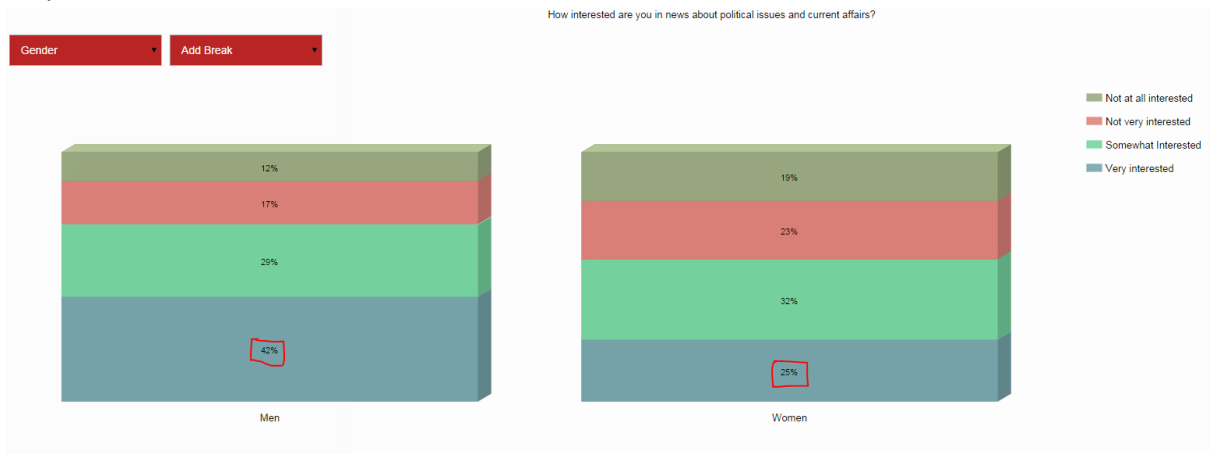
This case study uses our governance data in Kenya at three time points to show how data can be used to help understand the groups that are the least engaged in politics and in turn understand how media can be used to target and engage them better.

### Are Kenyans Interested in Politics?

The data indicates that in general Kenyans (64%) are interested in news about political issue and current affairs. Over half (51%) said they know a great deal or a fair amount about the political issues and current affairs in Kenya.

Whilst interest in politics is high, there is a difference in interest by the types of people; women and young people, particularly young men, are less interested in politics.

- While 42% of men say they are very interested in politics, only 25% of women say they are very interested.



This doesn’t vary much by age for women, but for men age makes a big difference.

- While 49% of men aged 45 and above say they are very interested in politics, only 37% of men aged 15-24 are very interested.

How interested are you in news about political issues and current affairs?

Category	TOTAL	15 - 24 - Men	15 - 24 - Women	25 - 34 - Men	25 - 34 - Women	35 - 44 - Men	35 - 44 - Women	45+ - Men	45+ - Women
BASE TOTAL	2983	521	505	480	519	279	234	264	181
Very interested	33.83% (1009)	37.49% (196)	25.24% (129)	42.2% (203)	22.22% (116)	44.09% (123)	28.09% (66)	48.5% (129)	25.27% (47)
Somewhat Interested	30.47% (906)	28.87% (151)	33.07% (169)	28.07% (135)	35.82% (187)	32.62% (91)	24.68% (58)	25.94% (69)	26.34% (49)
Not very interested	20.35% (607)	20.65% (108)	22.11% (113)	17.46% (84)	23.75% (124)	14.7% (41)	24.26% (57)	13.53% (36)	23.66% (44)
Not at all interested	15.35% (458)	12.62% (66)	18.4% (94)	12.06% (58)	17.62% (92)	8.6% (24)	22.55% (53)	11.28% (30)	22.04% (41)

Women and young people are also less likely to discuss politics, particularly with friends and other groups outside of the family setting.

- 29% of women say they frequently discuss political issues with friends, compared to 44% of men.

Men aged 15-24 are much less likely to discuss than men from older age groups– 39% of 15-24 year old men discuss frequently compared to 50% of those aged 45 and above - while for women levels of discussion don't vary much by age.

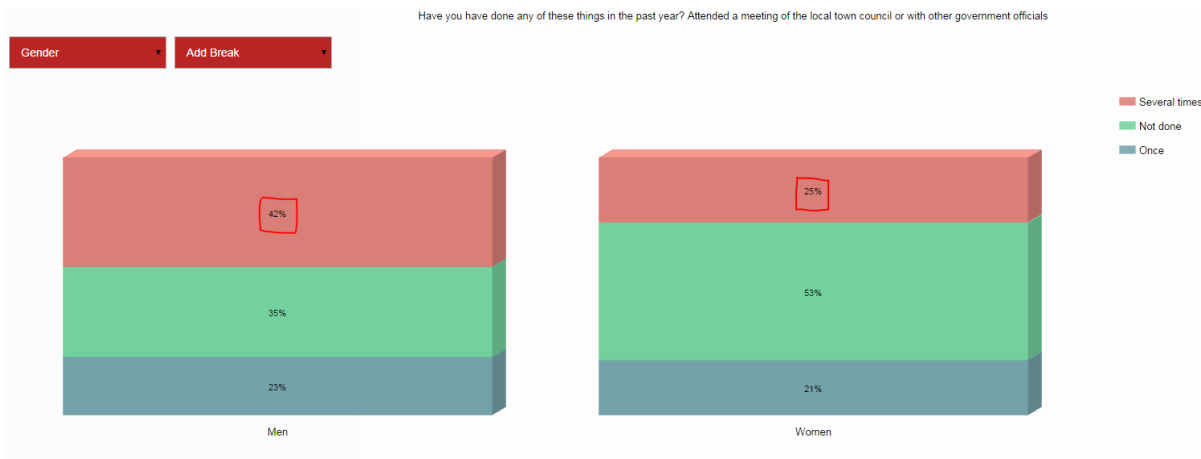
When considering discussion with other people outside of family and friends:

- 19% of men say they frequently discuss politics, while only 10% of women do. Again, for women this doesn't vary much by age, while for men it does: 23% of men aged 45 and above frequently discuss politics with other people outside of family and friends, while 15% of those aged 15-24 do.

Men are more likely than women to participate in public life.

As the table below shows 42% of men say they attended a town council meeting several times in the last year compared to 25% of women. This varies a lot by age for both genders.

- 25% of men aged 15-24 attended a meeting several times compared to 65% of men aged 45+.
- 15% of women aged 15-24 attended a meeting several times compared to 46% of women aged 45+



Men and older age groups are also more likely to have contacted a national elected official in the last year.

- 14% of men say they did this several times compared to 6% of women. Again, this varies by age for both genders. 8% of men aged 15-24 say they did this several times, compared to 24% of men aged above 45.

- 4% of women aged 15-24 say they did this several times, compared to 10% of women aged 45 and above.

Have you have done any of these things in the past year? Attended a meeting of the local town council or with other government officials

Gender: Gender | Age Groups: Age Groups | Export CSV

Search:

Category	TOTAL	15 - 24 - Men	15 - 24 - Women	25 - 34 - Men	25 - 34 - Women	35 - 44 - Men	35 - 44 - Women	45+ - Men	45+ - Women
BASE TOTAL	2989	519	509	481	517	278	234	206	185
Once	22.05% (659)	22.75% (119)	14.48% (74)	24.32% (117)	22.61% (118)	21.15% (59)	27.23% (64)	20.3% (54)	29.03% (54)
Several times	33.99% (1016)	24.86% (130)	15.46% (79)	41.37% (199)	24.14% (126)	54.12% (151)	31.06% (73)	65.04% (173)	45.7% (85)
Not done	43.96% (1314)	51.63% (270)	69.67% (356)	34.3% (165)	52.3% (273)	24.37% (68)	41.28% (97)	14.66% (39)	24.73% (46)

This picture helps us to understand that women and young people, particularly young men, are disengaged from politics in Kenya; they are less interested and they discuss and participate less often than older men. This helps us to identify women and young people as key target audiences for projects encouraging political engagement in Kenya.

### How do we engage with the less interested?

Understanding how to reach the people who are not interested in politics is fundamental in any strategy aimed at increasing political participation. Media plays an important role when it comes to communicating with a target audience.

Our data about media can help us to understand the media platforms women and young people have access to and trust the most – enabling us to put together an effective communication strategy

### What sources of information do people use and do they trust them?

Radio is the most accessed and trusted platform overall.

- 91% of women and 94% of young men accessed radio within the last week. Lower numbers (69% of women and 80% of young men) accessed TV within the last week. These percentages are similar for internet

Although access and trust do vary by gender and age, women and young people still access and trust radio more than other platforms.

### What sources of information do people use and do they trust them?

Radio is also the most trusted platform as a source of information about political issues and current affairs when compared to TV and internet.

- 44% of women and the same percentage of young men find radio very trustworthy.
- Television is slightly less trusted; with 40% of women and 41% of men aged 15-24 saying information from television is very trustworthy.
- Internet is the least trusted platform: 15% of women find internet very trustworthy, while 26% of young men do.

These findings suggest that radio would be the best platform for a programme about political issues and current affairs aimed at young people and women in Kenya.

### **How does this data help?**

This data summarised here has helped BBC Media Action to design **BBC Sema** a radio programme for young people in Kenya aimed at engaging them in a national conversation on a range of issues that directly affect their lives. Ream more about this programme on our [site](#)

BBC Sema - <http://www.bbc.co.uk/mediaaction/where-we-work/africa/kenya/bbc-sema>