



# Engaging Kenyan Citizens Online: A Study of Mzalendo.com

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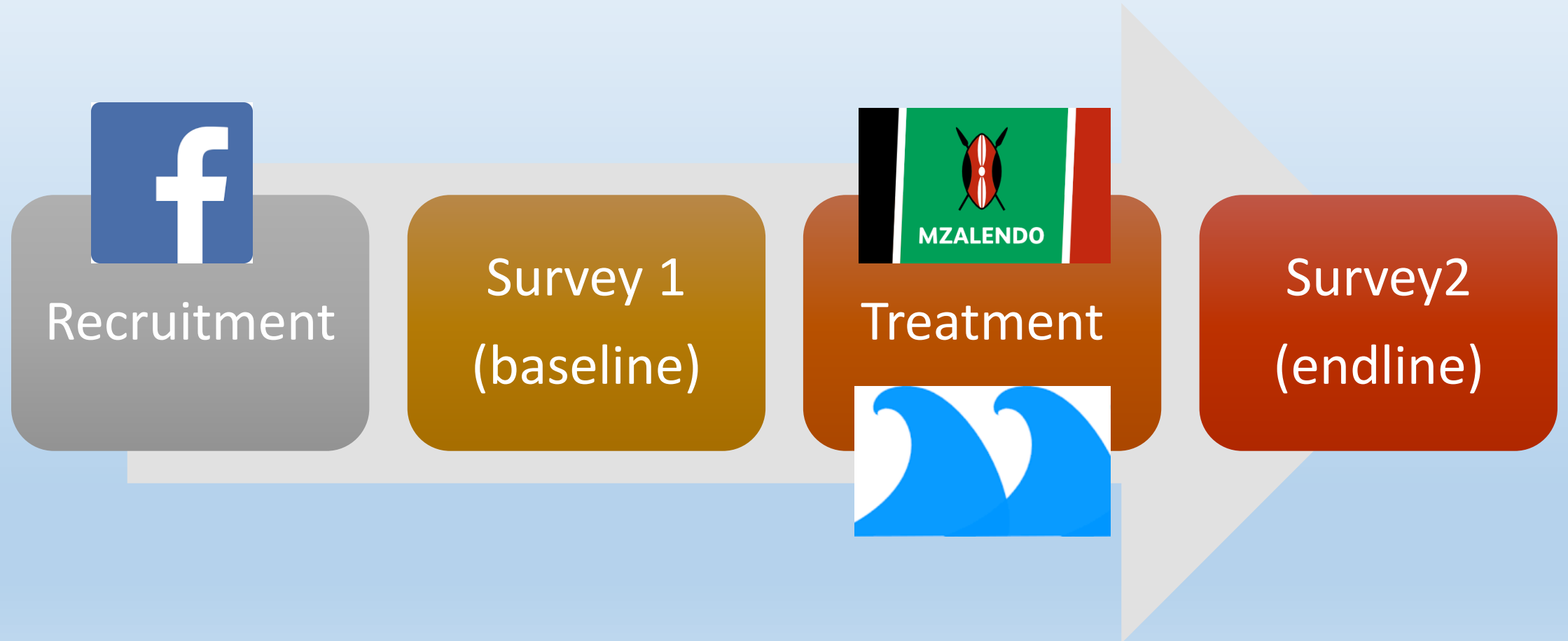
# About the project

- Part of Making All Voices Count (MAVC) work programme – our thanks to MAVC
- The objective of the study was to examine the impact of Mzalendo.com on Kenyan citizen attitudes and behaviors
- Partnership between University College London, mySociety and Mzalendo
- People
  - Peter John, Professor of Political Science, UCL
  - Rebecca Rumble and Paul Lenz, mySociety
  - Jessica Musila, Mzalendo
  - Fredrik M Sjoberg, Data Scientist
- Research took place in the fall of 2016

# Design of the research

- Through Facebook we recruited Kenyans to take part in a randomised controlled trial (RCT) – over 800k ads shown
- Participants were promised 500 shillings for taking part. Users go online and register (with their email address and mobile number)
- They are then given a survey (baseline) asking them a set of questions about their level of engagement in politics – 8,303 completed
- Then exposed to either a Mzalendo.com lookalike website or a placebo – randomly assigned
- Two weeks later we measured knowledge and attitudes (endline survey) - 3,463 completed

# Experiment Flow



# Mzalendo Treatment



*All Sovereign power belongs to the people of Kenya and shall be exercised only in accordance with this Constitution*

— Article 1 (i), Constitution of Kenya August 2010



**Find your Representatives**  
MPs, Senators, and Women  
Representatives

## Election 2017

You can *still* register to vote until May 2017



**Register to vote**  
Find your nearest  
IEBC office now

### December 2016

*2nd Dec: Government re-assures the independence of IEBC selection panel:* The government through its spokesperson Eric Kiraithe said that the ...

### November 2016

*8th Nov: Rumours of an Attempt by MPs to postpone next elections:* According to media reports MPs were exploring the ...

### October 2016

*New Chief Justice and Deputy Chief Justice selected Pending Parliamentary approval*  
After the Judicial Service Commission nominated Justice Maraga as ...

[Read more election coverage →](#)

Eye on Kenyan Parliament

## Your Vote Your Representative!

The assembly of Kenya is made up of 350 members? Their job is to represent the people of their interests (youth, women, persons with disabilities and ordinary workers).

It is to:

... is spent  
... ident

It does not include:

... later so do pay attention!

### Your Role In Democracy

Find out how politicians are performing to ensure high standards of leadership and integrity are

... opportunity to hold your representatives to account in the national elections scheduled to take place

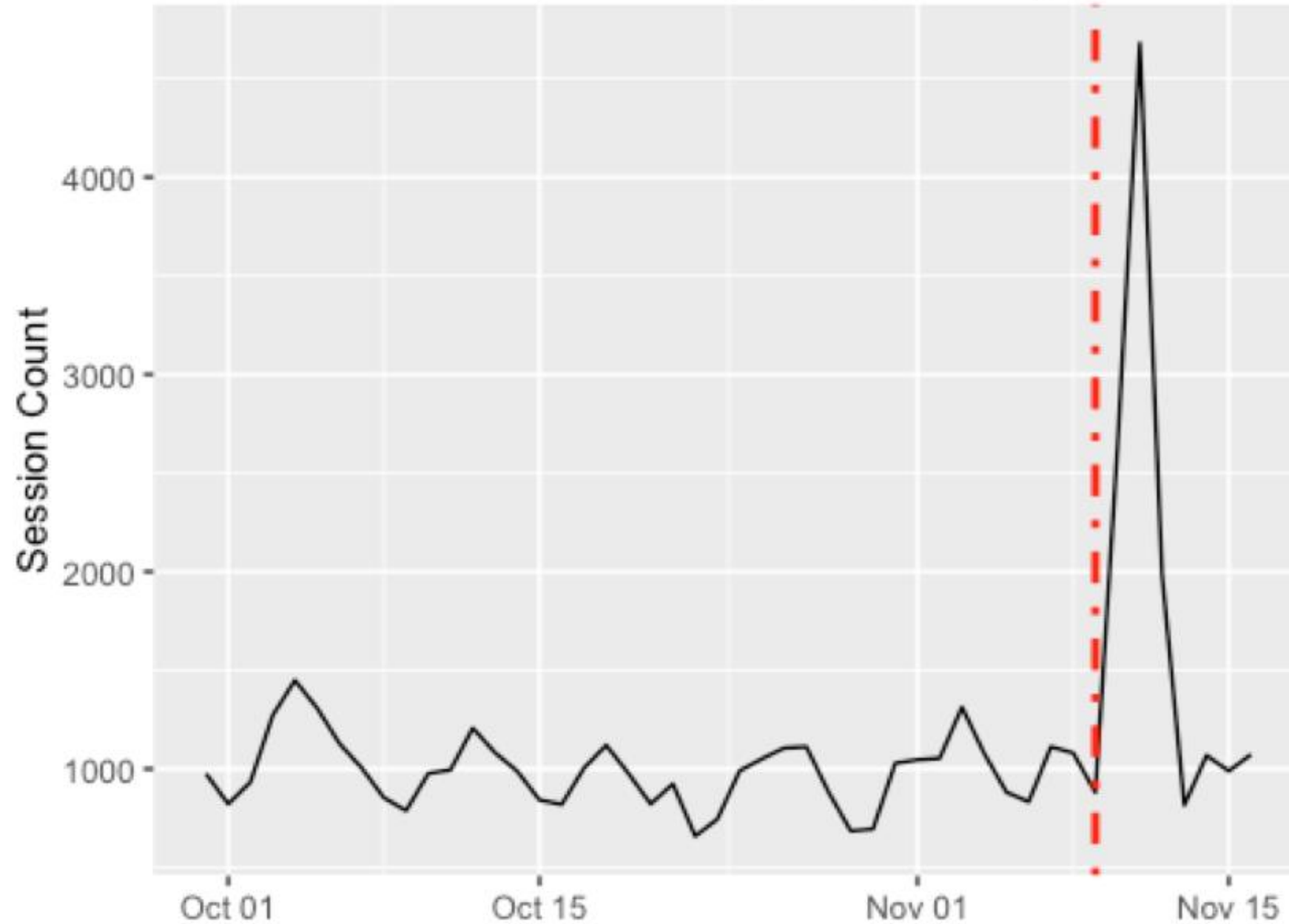
... do to find out how well your elected representative is doing, to check if they have attended the ... and information too, such as what is said in Parliament. You can follow Mzalendo on Facebook and ... actions next year and who is standing for office.

### Now take this short Quiz

How many members of Parliament are there?

Do members of Parliament exercise oversight over the Governor?

# Mzalendo.com Sessions (Google Analytics data)



# Sample Description (Baseline Survey)

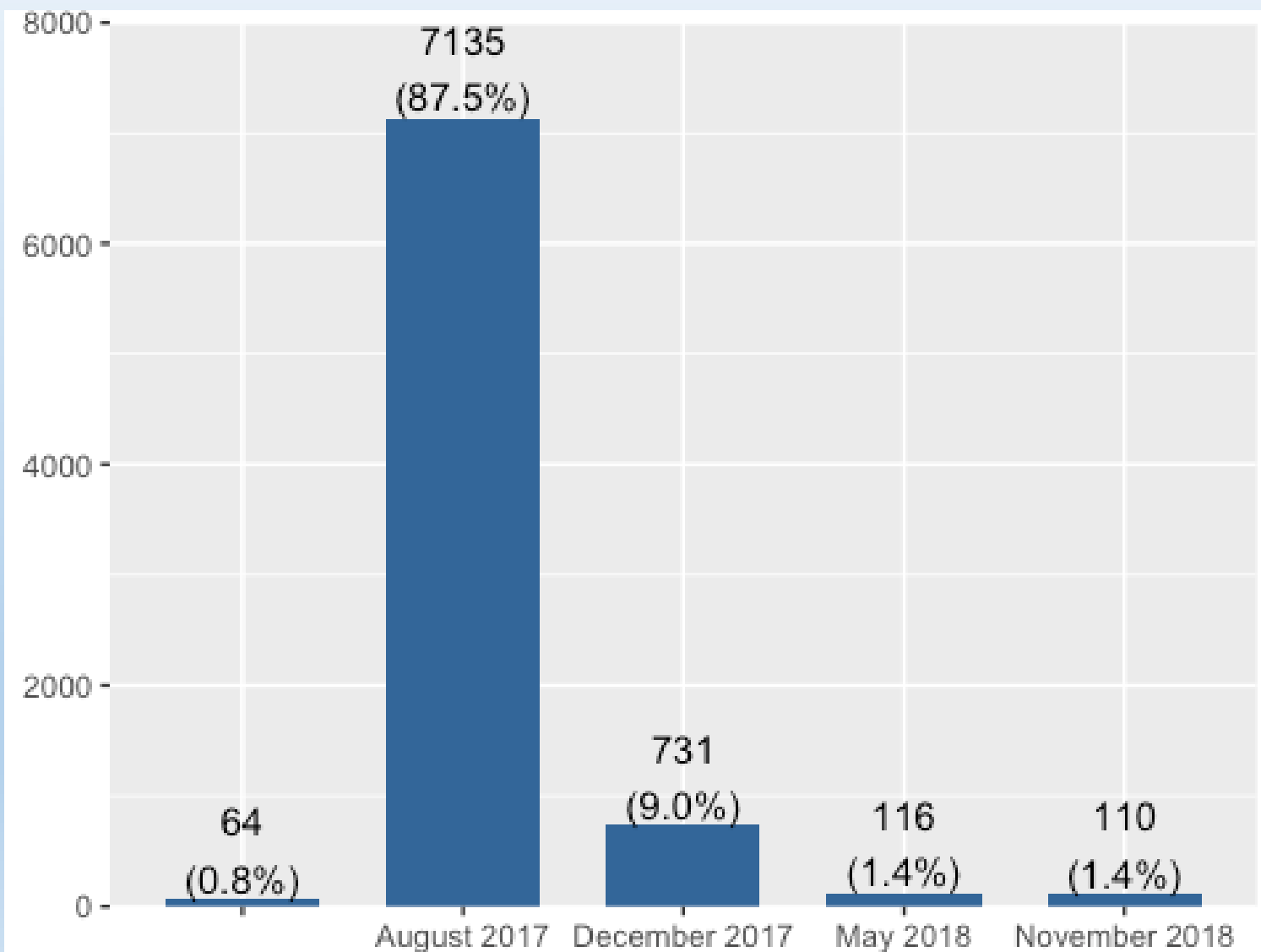
- Average respondent age is 26
- Two thirds (69%) are male
- 68% have attended University
- 41% own a TV, 68% own a smart phone, and 14% own a bike

# Finding 1

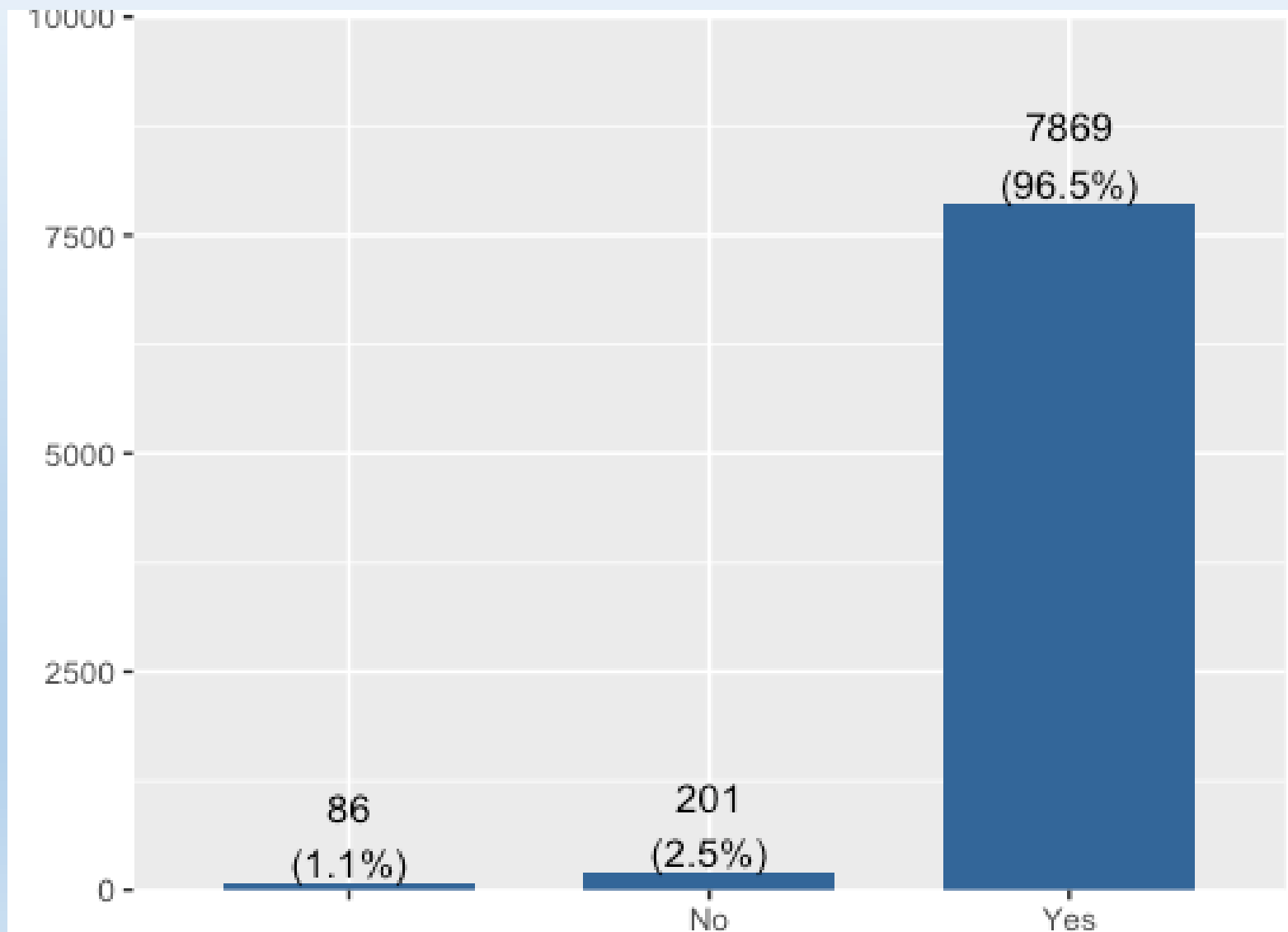
High levels of  
political knowledge



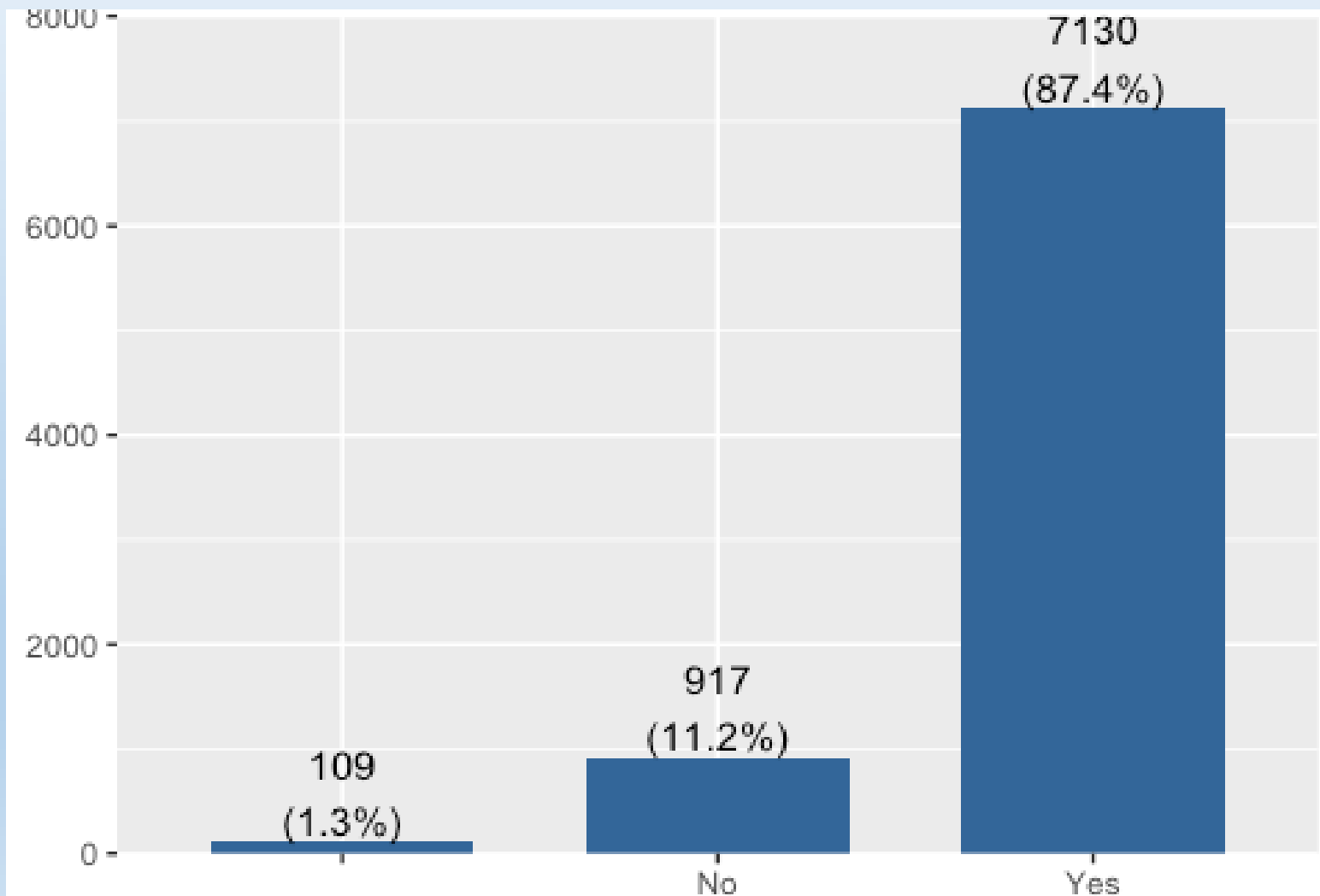
# When is the next general election?



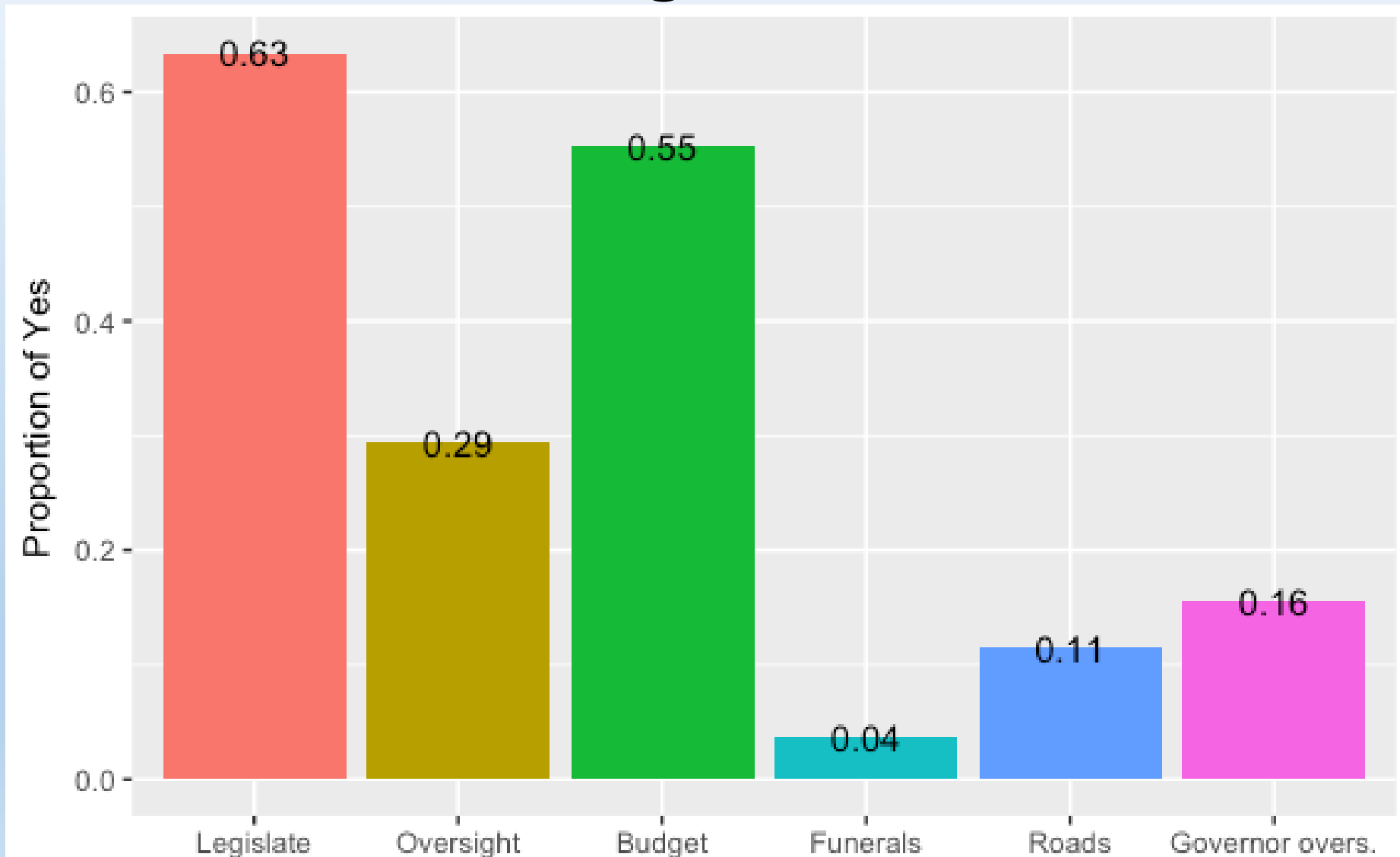
# Do you know your constituency?



# Do you know the name of your MP?



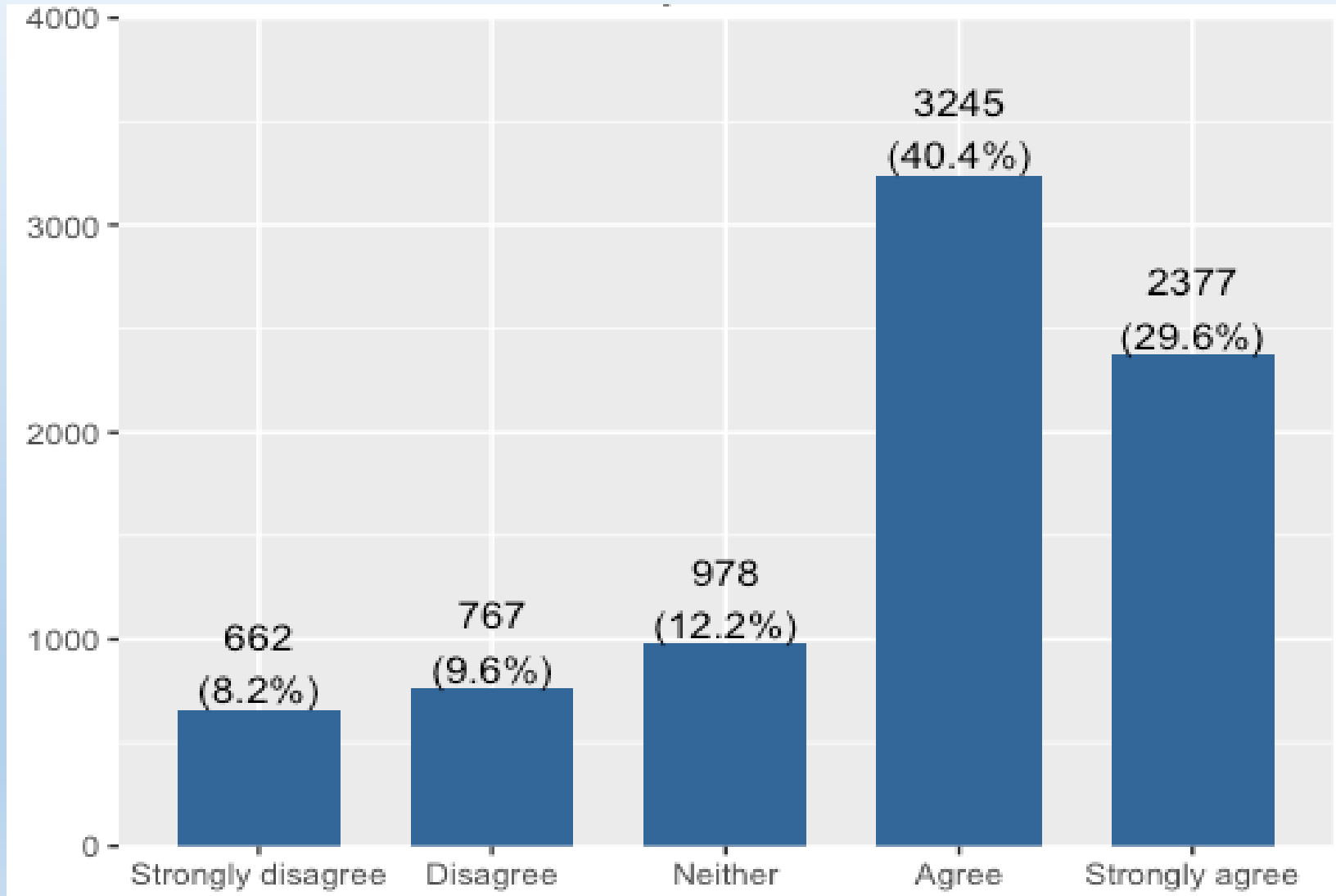
# Which of the following are duties of MPs?



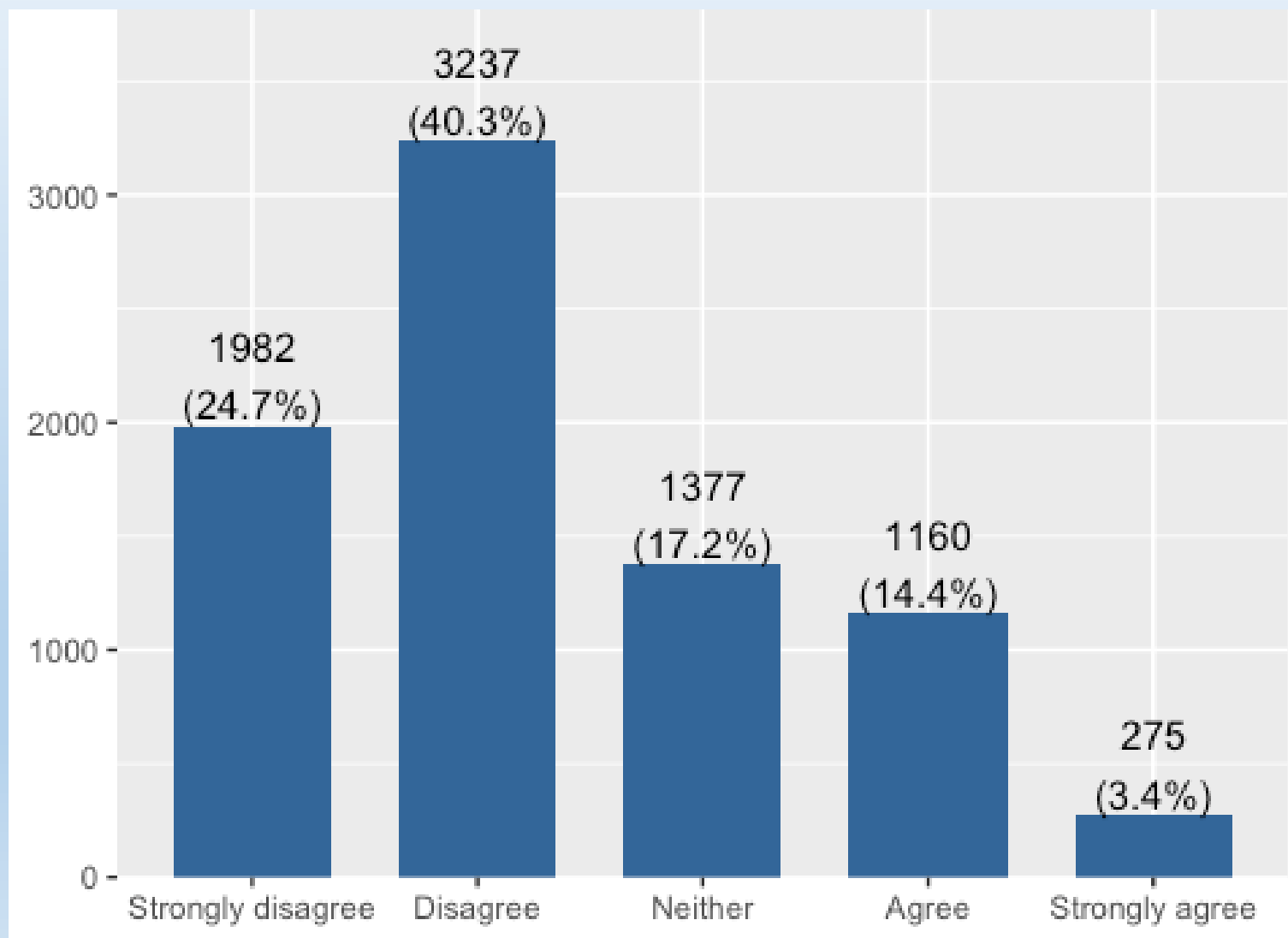
## Finding 2

70% say that MP's are only interested in votes, and not in their opinions

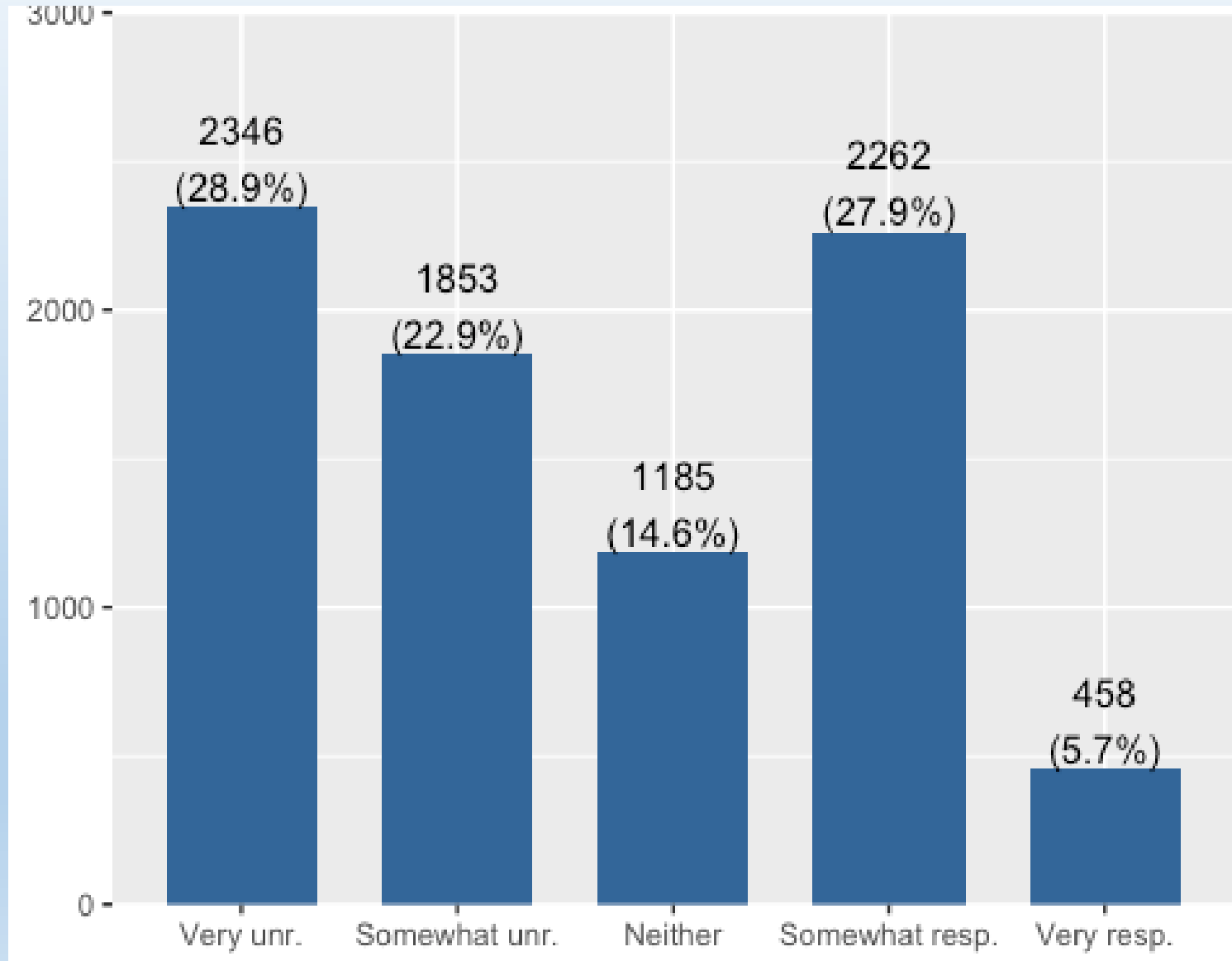
# Agree or disagree? MPs only interested in people's votes but not in their opinions



# Agree or disagree? MPs care what people like me think.



# How responsive is your MP to your needs?

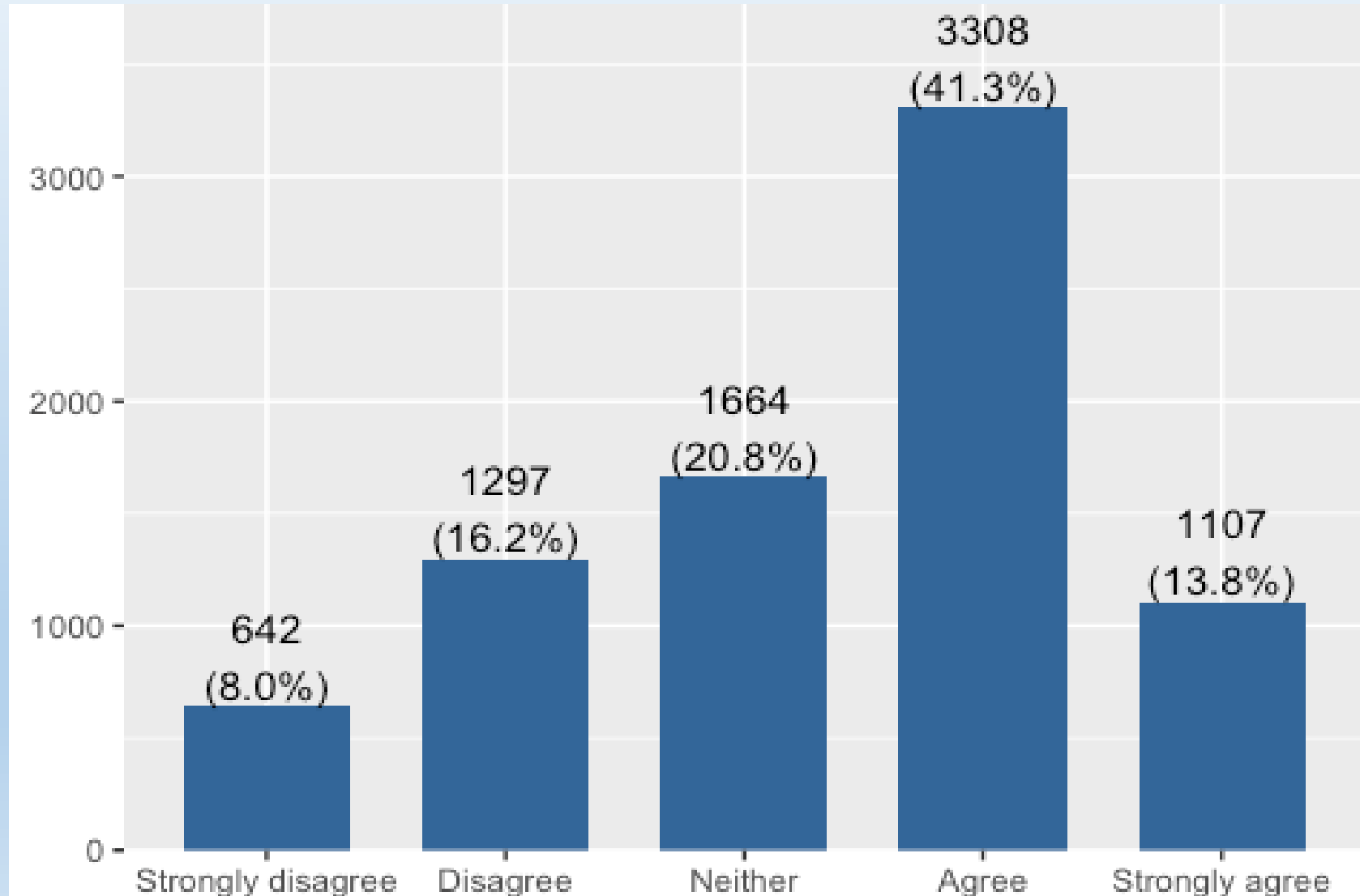




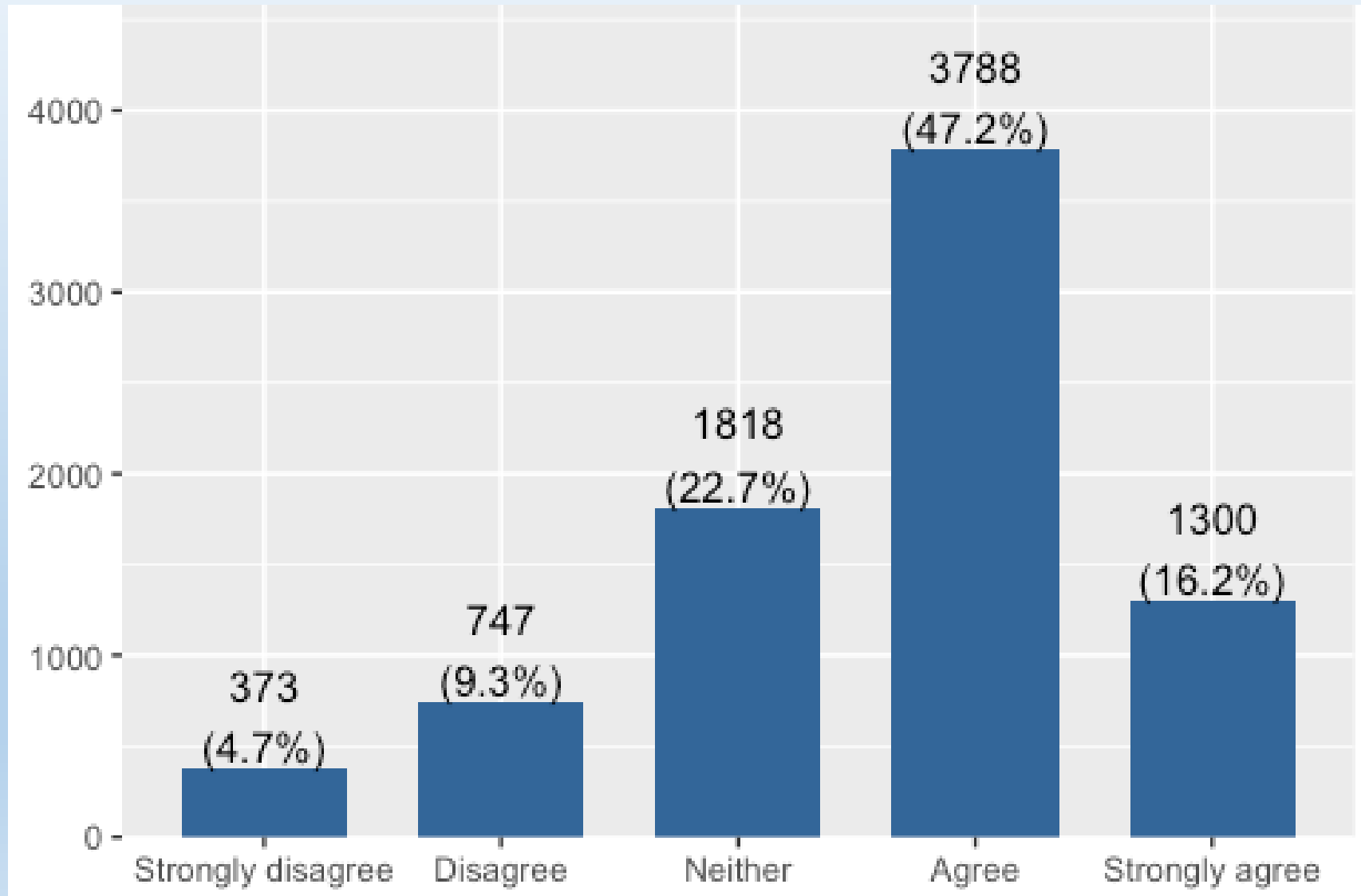
## Finding 3

A majority (55%)  
state that they can  
affect legislation

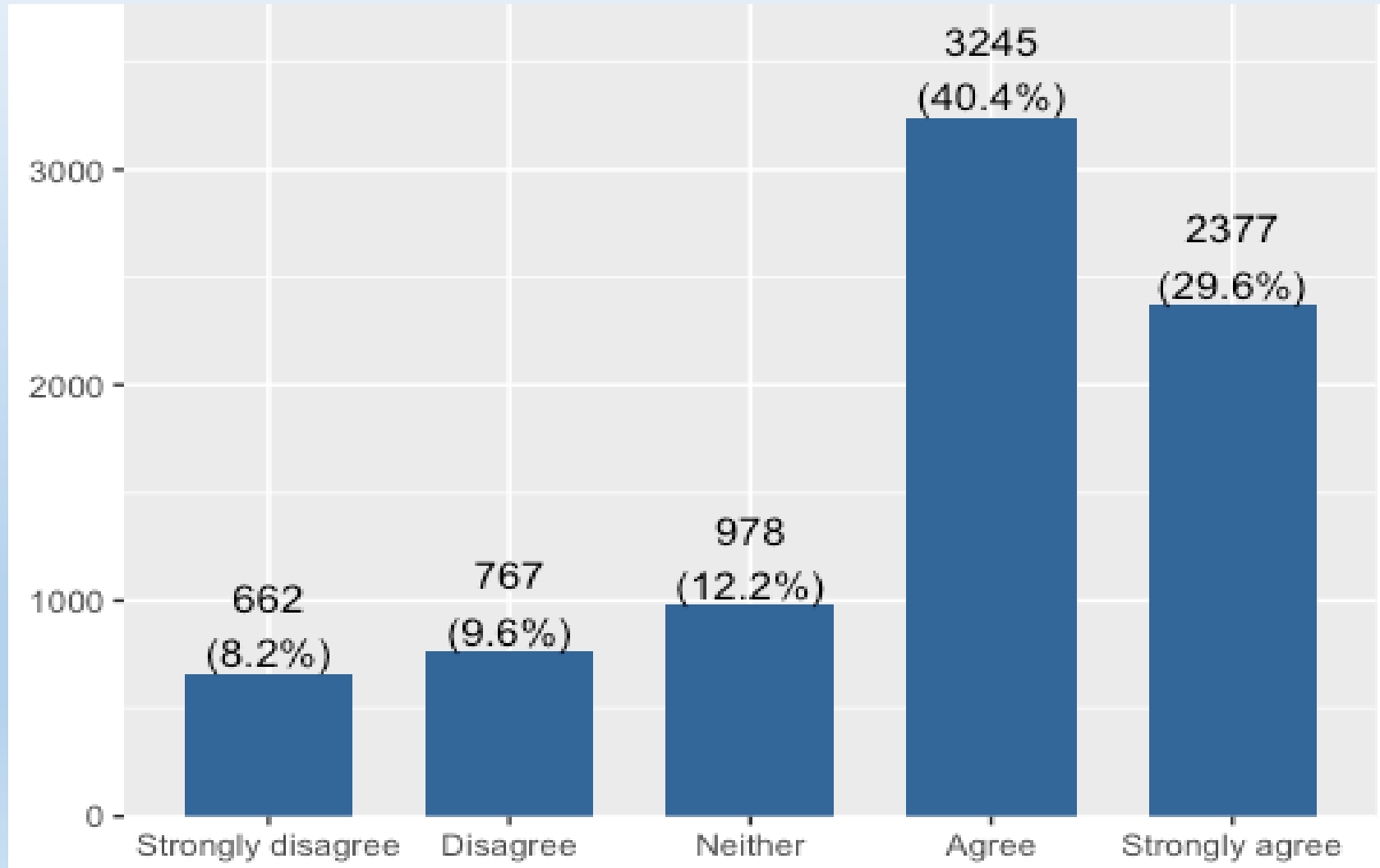
# Agree or disagree? I believe I can affect legislation in the parliament



# Agree or disagree? I feel that I have a good understanding of the political system in Kenya



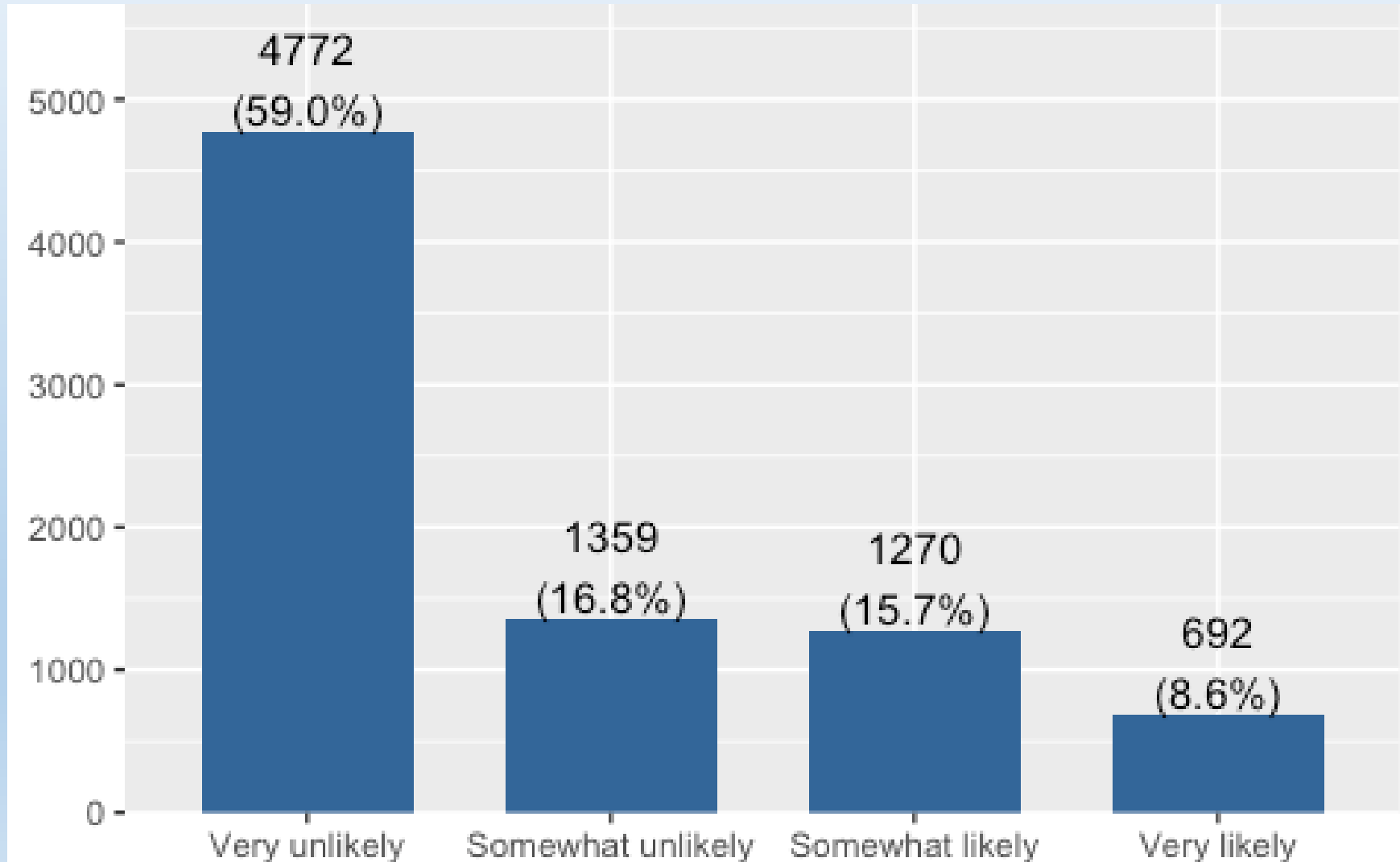
# Agree or disagree? I consider myself to be well-informed about the Parliament



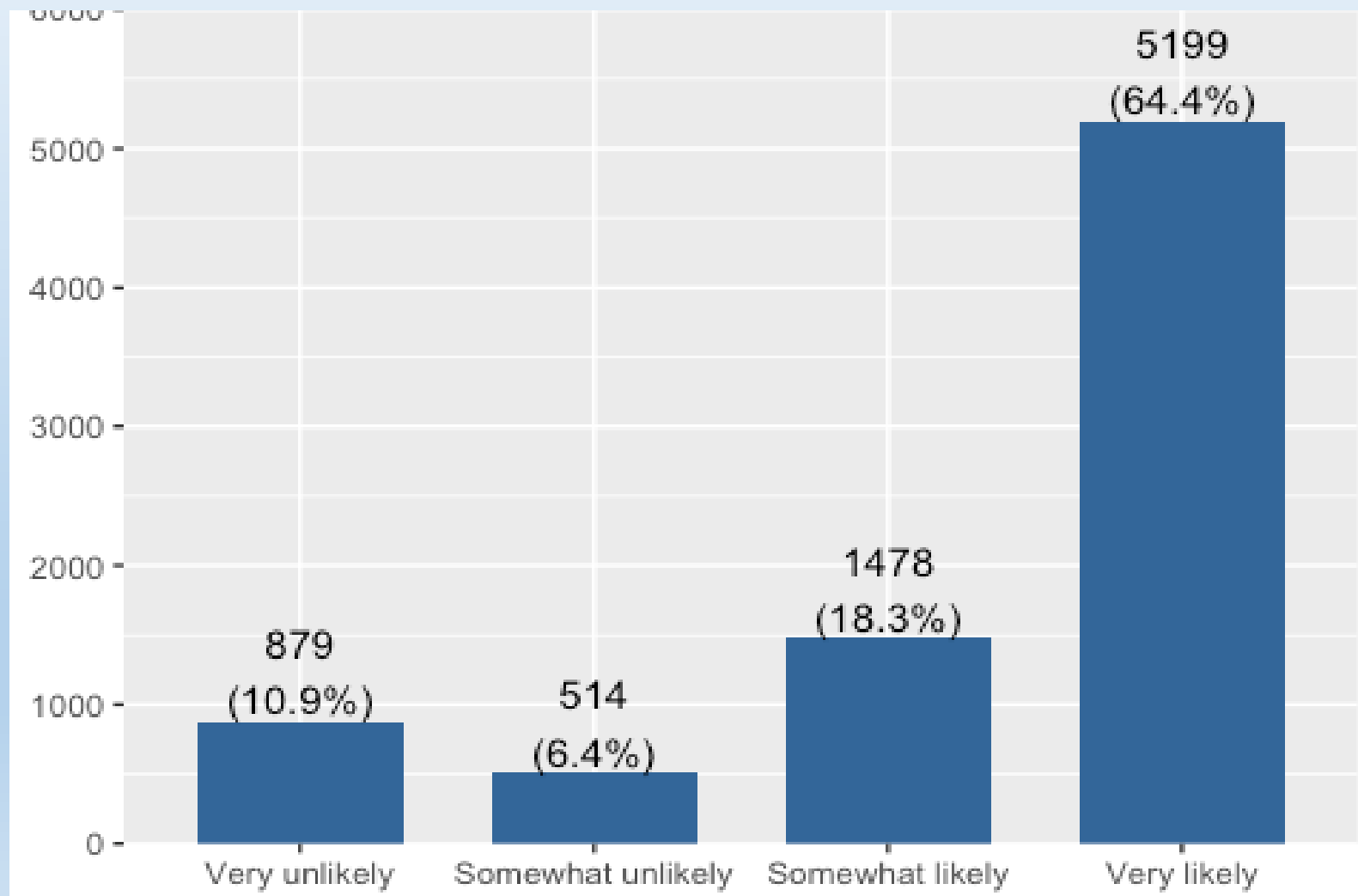
## Finding 4

Over three quarters  
(77%) had already  
registered to vote (by  
mid-Nov)

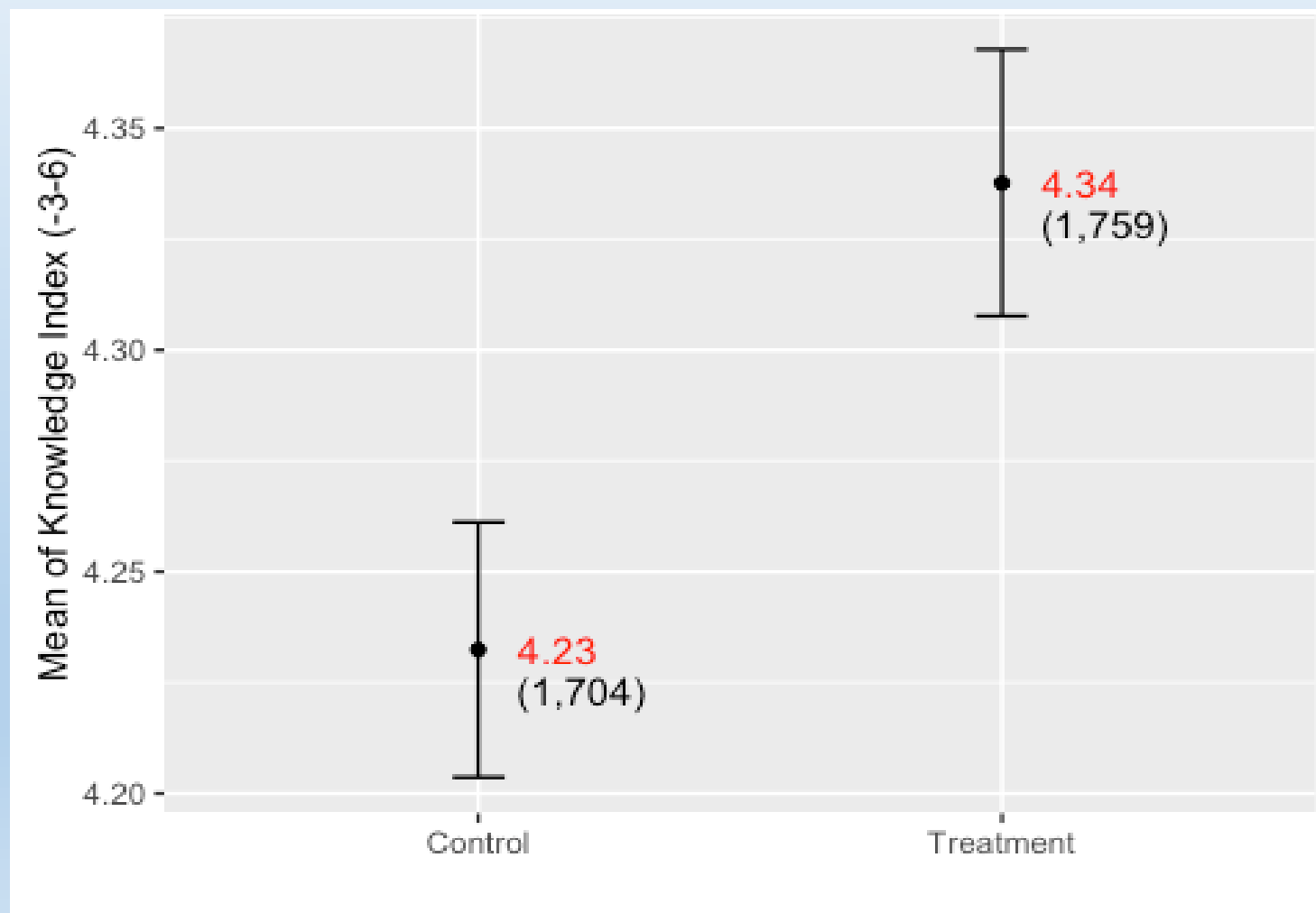
# How likely is it that you will contact your MP in the next six months?



# How likely is it that you will vote in the upcoming general election?

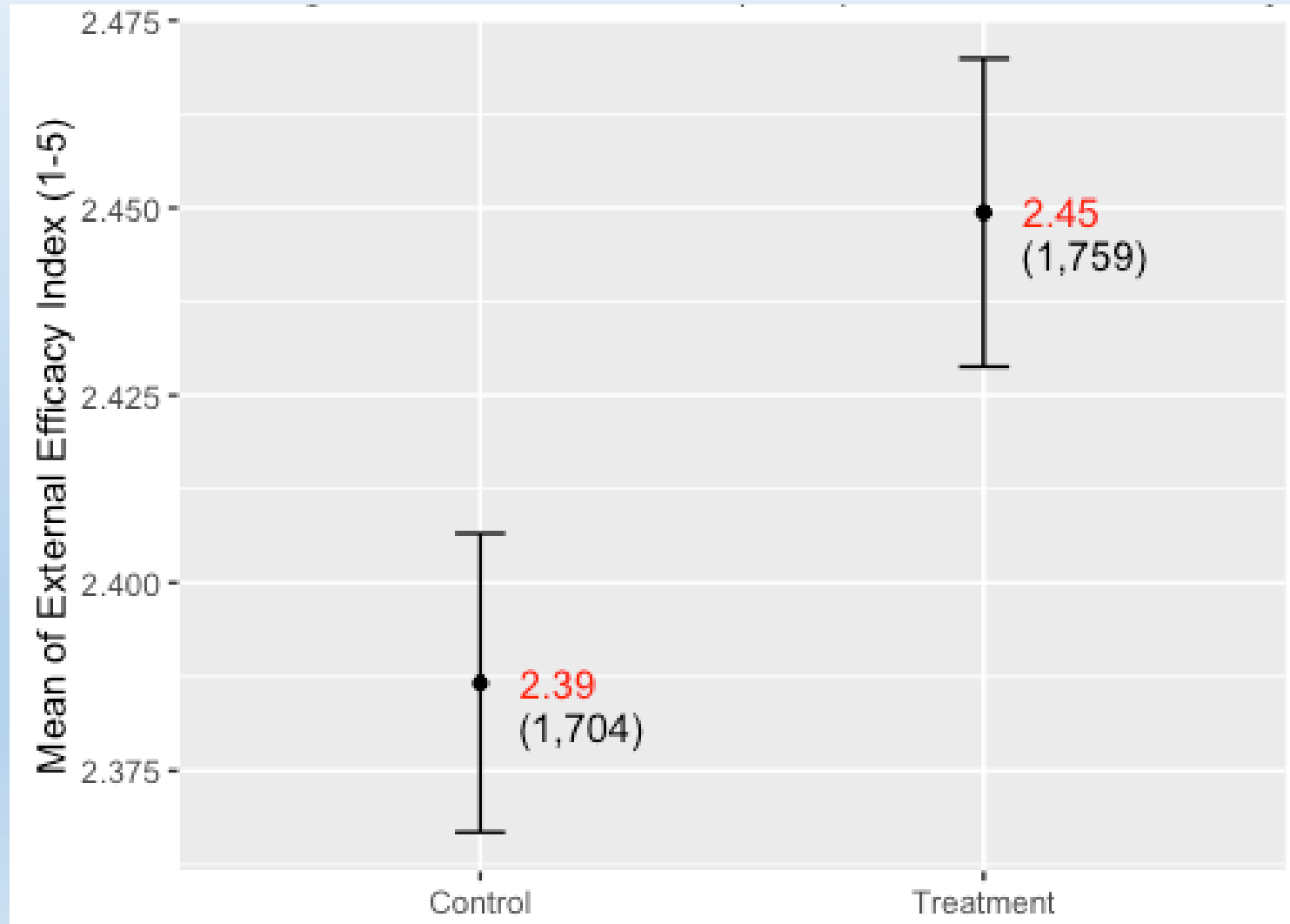


# Finding 5: Increase in Knowledge

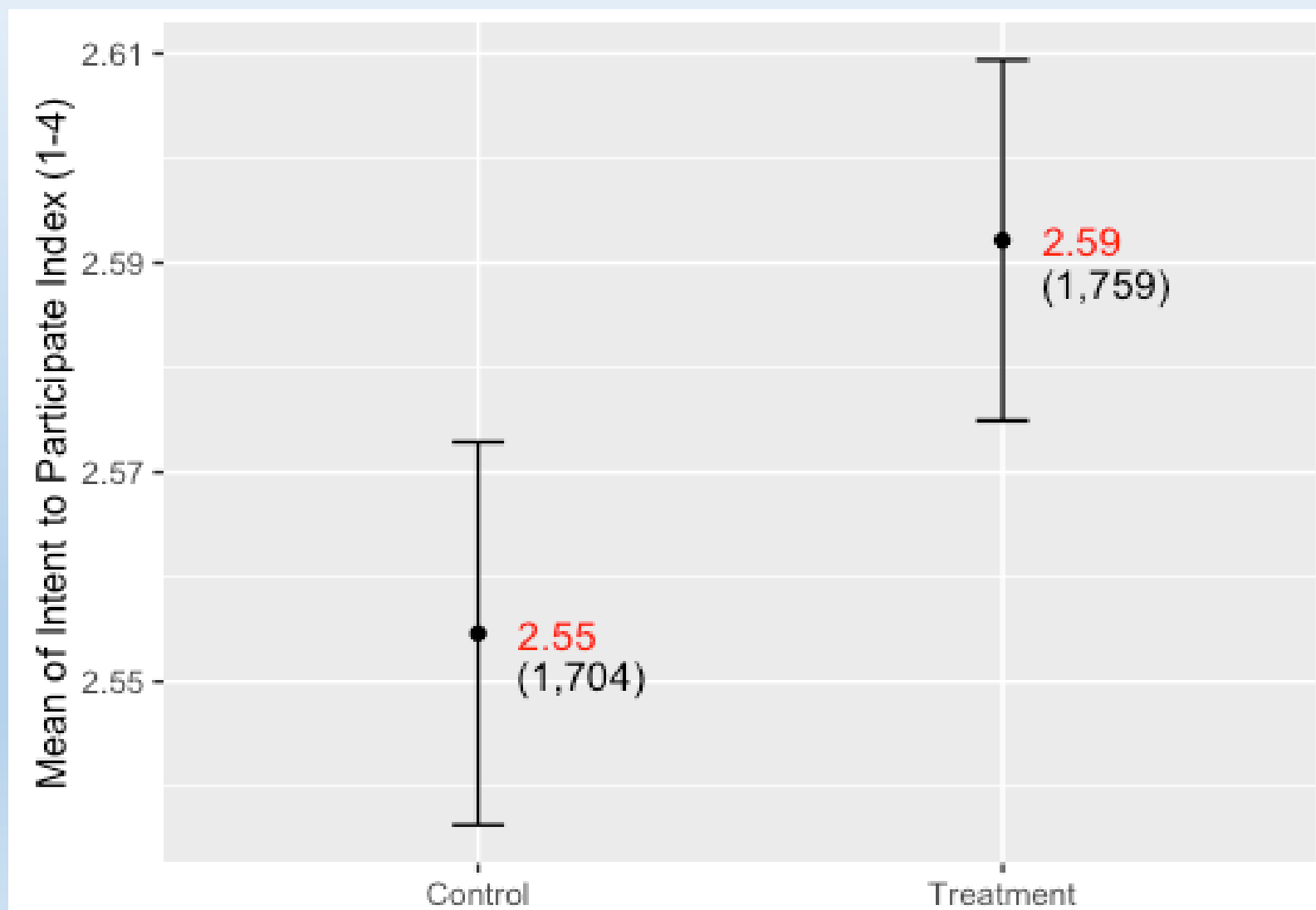




# Finding 6: More External Efficacy



# Finding 7: More Participation



# Executive Summary

- Baseline survey sample: 8,303 self-selected through Facebook ads
- Youth in Kenya are very knowledgeable about politics
  - 86% knows when the next election is; and
  - Almost all know their constituency and the name of their MP
- Youth are less knowledgeable when it comes to oversight responsibilities of the Executive (President), Legislative, and Regional (Governors)
  - Women have lower levels of knowledge in general
- 70% say that MP's are only interested in votes, and not in their opinions
- However, 55% state that they can affect legislation – women less so
- 77% had already registered to vote by mid-Nov – women less so
- Exposing youth to Mzalendo.com increases their knowledge and their sense of Govt being responsive to their needs (external efficacy)

# Thank you!



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