

CAMPUS THIS WEEK

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SIMElab launches social media consumption in Kenya report

By Taigu Muchiri



Photo: Charles Ndirangu

L-R: Dr. Patrick Wamuyu, Associate Professor, USIU-Africa, Paul Watzlavick, the Counselor for Public Affairs at the U.S. Embassy, Prof. Paul Zeleza, Vice Chancellor, USIU-Africa and Dr. Kioko Ileri, Associate Professor, USIU-Africa launch the Social Media Consumption in Kenya report

USIU-Africa in partnership with the U.S. Embassy in Nairobi launched the Social Media Consumption in Kenya report on July 17. The report is a research project which was undertaken by SIMElab which is the first is a social media consumption and analytics research lab designed specifically to study social media in all of Africa. The survey sampled 3,269 respondents aged between 14 and 55 from eight counties drawn from Nairobi, Coast, Central, Western, Nyanza, Eastern, Rift Valley, and North Eastern between December 2018 and March 2019.

According to the 2017/2018 Communication Authority of Kenya report, the number of mobile data subscriptions in Kenya currently stands at 40.7 million, 38 percent more than in the same period the previous year, with the internet penetration in the country at 83 percent based on the Internet World Statistics. This indicates that a majority of Kenyans have access to the internet through their mobile phones, computers and internet enabled devices. This has led to the growth of internet consumption in Kenya at home

(70 percent), at the office and on the go using mobile internet access or public WIFIs (58 percent). Access to the internet is almost at par both in the rural and urban areas both averaging between 40-50 percent with the majority of Kenyans spending between 30 minutes to three hours on the internet daily. While most Kenyans use social media to stay in touch with friends and family, the survey found the main reasons they use social media were to access news, politics, and entertainment. The study also showed that a majority of Kenyans use WhatsApp and Facebook as their preferred platforms, with 88.6 percent using WhatsApp and 88.5 percent using Facebook.

Speaking during the report launch event, Paul Watzlavick, the Counselor for Public Affairs at the U.S. Embassy, said, "The United States is proud to support SIMElab and their groundbreaking research into Kenyan social media. The future is digital, so that's where we need to be: generating innovative solutions to global challenges together."

The Vice Chancellor, Prof. Paul Zeleza

mentioned that Kenya is leading in social media usage in Africa and it has become an increasingly available platform to young people who are using it to create jobs in the digital space. He further added that the lab is one of a kind in East Africa researching on the youth about the issues that matter to them the most.

The research lab is an interdisciplinary center formed to undertake research in big data and social media analytics by blending theoretical frameworks and analysis from academia with the experiences of businesses, government, and civil society. The lab will further provide consultancy services to support a wide range of research such as impact evaluation, advocacy, training, and education. The lab received a grant of over 20 million Kenyan shillings from the U.S. Embassy as a sign of the United States' commitment to addressing key social media issues in Kenya and Africa, including fighting fake news and misinformation through the ongoing #StopReflectVerify campaign. Read the full report here <https://www.usiu.ac.ke/resource/social-media-consumption-in-kenya-trends-and-practices>

International Relations students and faculty successfully complete field study trip to Uganda and Rwanda

By Dan Odaba



Photo: Courtesy

USIU-Africa students posing with Amb. Sen. Michel Rugema, who is also the Chair of the Foreign Affairs and International Cooperation Committee at the Rwandan Senate at the Campaign Against Genocide Museum

Forty-four International Relations Majors recently completed the tri-annual field study trip from July 5 to 14 to the Republic of Rwanda and the Republic of Uganda. The students, drawn from six nationalities, and whose concentrations include Diplomacy and Foreign Policy, Peace and Conflict Studies as well as Development Studies visited various government and non-governmental institutions that included among others; the Gisozi Genocide Memorial, the Kenyan Embassy in Kigali, and the Rwandan Parliament (Campaign Against Genocide Museum).

There were high level presentations at the Rwanda Cooperation Initiative (RCI) headquarters from the Ministry of Foreign Affairs, the National Unity and Reconciliation Commission (NURC), Gender Monitoring Office (GMO), Rwanda Development Board (RDB), Never Again Rwanda (NAR) as well as a presentation from the Chief Executive Officer

of RCI, Mr. Louis-Antoine Muhire.

The Rwandan trip was coordinated by the Rwanda Cooperation Initiative (RCI), a public company under the Ministry of Foreign Affairs, Cooperation and East African Community in close collaboration with the Rwanda Governance Board (RGB), the Ministry of Defense and the Ministry of Finance and Economic Planning, that manages the marketing and commercialization of the country's home grown solutions. It was established by the Government to manage the exchanges of ideas and experiences with other countries in the interest of South to South Cooperation (SSC).

In Uganda, the class visited the Buganda Kingdom and the King's Palace in Mengo, Kampala. Buganda is a subnational kingdom within Uganda. The Kingdom of the Ganda people, Buganda is the largest of the

traditional kingdoms in present-day Uganda, comprising all of Uganda's Central Region, including the Ugandan capital Kampala. The King's Palace in Kampala was built in 1922, this small palace is the former home of the King of Buganda, though it has remained empty since 1966 when Prime Minister Milton Obote ordered a dramatic attack to oust Kabaka Mutesa II, then President of Uganda. Led by the forces of Idi Amin, soldiers stormed the palace and, after several days of fighting, Mutesa was forced into exile. The building's interior cannot be visited, but the notorious underground prison is open to tours. The students were exposed to activities that happened during Idi Amin's dictatorial regime and how Uganda went through the period successfully.

The class, IRL 4151A was accompanied by their lecturer, Dan Odaba and Dr. Michael Kihara, the Associate Dean and Professor of Psychology (Research), SHSS.

USIU-Africa public speaking club hold the first intervarsity debate

By Lucy Njeri Irungu



Photo: Charles Ndirangu

From Left: Calvin Ganza, Eunice Njagi, Lucy Irungu and Grace Kinyua who are majoring in International Relations hold their certificates

The first ever intervarsity debate was held on Saturday, July 13 and brought together twelve Kenyan Universities from USIU-Africa, Strathmore University, University of Nairobi, University of Nairobi, Jomo Kenyatta University of Agriculture and Technology (JKUAT), Pioneer International University, Daystar University, Catholic University of East Africa (CUEA), Murang'a University of Technology, Kiriri Women's University of Science and Technology, Riara University and Kenyatta University (KU).

The tournament comprised of thirty two teams, twelve panelists and six judges from the Kenya National Debate Council (KNDC). The championship had a total of five rounds; three preliminary rounds by all the teams, the semifinals by the eight best teams and the finals by the four best teams. Two teams from USIU-Africa made it to the semi-finals and won and proceeded to represent the university in the finals.

It was a double win for the USIU-Africa debaters as both of their teams emerged as

winners and first runners up positions. The first position was taken by the all-time best debaters Eunice Wanjiku Njagi (International Relations, Sophomore), and Lucy Njeri Irungu (International Relations, Senior) while Grace Wambui Kinyua (International Relations, Sophomore) and Calvin Ganza (international Relations, Senior) took second position. For individual speaker points, four USIU-Africa debaters emerged at the top five positions with Grace Wambui Kinyua in first position, Eunice Wanjiku Njagi in second position, Calvin Ganza in fourth position and Lucy Njeri Irungu in fifth position.

The chief adjudicator, Nyachio Nyabuto described the debate as interactive where all the issues that revolved around the genesis of the motions were adequately covered in the arguments provided by the debaters, identifying them as quality debate speeches. In addition, he observed that the tournament was competitive, with dedicated participants and a committed adjudication team which led to a successful tournament.

The club's patron, Dr. Quinn Awuor who was present during the tournament recognized the commitment and dedication of the debate team. She identified the team as a strong and has great potential for tournaments beyond the national level to regional and international championships. She further expressed her willingness to strengthen the collaboration between the club and the Kenya National Debate Council with the aim of tapping the full potential of students.

The winning team will defend the 'Debate Champions' title at the upcoming Right to Food Debate organized by KNDC and Route to Food, the Mashujaa leg four tournament and the regional, East African Universities Debate Championship (EAUDC). In addition the club will be hosting the second USIU-Africa intervarsity debate in October 2019.

USIU-Africa student to represent Kenya at the RomeMUN

By Taigu Muchiri and Daisy Vuyanzi

The third installment of the Sub-Saharan Model United Nations (SAIMUN) was held on July 1-5 at the United Nations at Nairobi (UNON) and brought together 1, 200 delegates from all over Kenya. It is a platform for youth in both high school and University to experience first-hand Model United Nations simulations and the formulate real time solutions to global problems in one of several bodies of the United Nations. This year's event comes a timely occasion when countries worldwide are confronted with some of the most pressing current issues of our times in an attempt to promote the achievement of the United Nations Sustainable Development Goals.

The sessions provided an engaging discourse with fellow delegates and were useful for students to build their skills in internal lobbying, raising motions, networking sessions and understanding the

rationale behind countries that stood with or against their positions as a nation. By the end of the sessions, working and resolution papers were formulated and presented before the General Assembly for adoption or rejection (taking them back to the floor for further deliberation).

After an engaging three day session, Hamza Atif Ghafoor (International Relations, Junior) was named as the best delegate 2019, and will represent Kenya at the 10th edition of the Rome Model United Nations (RomeMUN), which is Europe's largest diplomatic simulation of the United Nations in March 2020.

SAIMUN and the Model United Nations provide platforms for character building and networking to students who are currently studying international relations. It produces pragmatic solutions to global problems and



Photo: Courtesy

Hamza Atif Ghafoor makes his presentation during SAIMUN

provides valuable experience to emerging potential diplomats. The event was attended by 34 members of the Young Diplomats Forum, which is a local platform for young and upcoming diplomats.

School of Humanities and Social Sciences hosts Deputy Ambassador of the Embassy of the State of Israel

By Vivian Lispa and Diana Meso

On Tuesday, July 16, the School of Humanities and Social Sciences (SHSS) hosted His Excellency Mr. Eyal David (Deputy Ambassador of the Embassy of the State of Israel) for a talk on Israel- Kenya relations at the Chandaria School of Business.

In his address, the Deputy Ambassador lauded the fruitful relationship Kenya and Israel have enjoyed over the years saying it has been built on mutual friendship, respect, trust and the continuous positive dialogue and effective bi-lateral cooperation.

He said that the relationship between the two countries can be traced back to Kenya's pre-independent era where it was struggling



Photo: Charles Ndirangu

His Excellency Mr. Eyal David (Deputy Ambassador of the Embassy of the State of Israel) takes a campus tour before giving a talk at the Chandaria School of Business

to attain sovereignty and uphold the spirit of “national building.” It was then that Israel engaged Kenya to help in creating and strengthening bodies that would later lead to the creation of the fledgling state. One of the key results from this engagement was the creation of National Youth Service (NYS) emulated from Israeli’s ‘Gadna’- a military program that prepares young people for military service in the Israel Defense Force and

service in many fields specifically in agriculture.

Additionally, through Israeli’s Mashav program that gives scholarships to African states to get knowledge on agriculture, technology, Kenya sends approximately 100 citizens to Israel every year.

His visit which included a tour around campus

was organized by Dr. Fatma Ali (Associate Professor of International Relations) and Miss. Vivian Lispa (International Relations Major) who visited the Embassy of the State of Israel in May this year.

Also present was Prof. Munyae Mulinge (Associate Deputy Vice Chancellor, Academic Affairs), Prof. Martin Njoroge (Dean SHSS) among other members of faculty and staff.

Rotaract club inducts new President

By Vivian Lispa and Diana Meso

Ms. Linda Ndanu, a Psychology Major is the new President of the Rotaract Club of USIU-Africa. She was installed during a ceremony that took place on Friday, July 12 at the Freida Brown Student Center. Ms. Ndanu succeeds Ms. Dorcas Wanjiku an International Relations (IR) Major.

The new president joins a team of seven to head the club’s board, they include; Vice Chair Anthony Njuguna (Finance Major), Secretary Mark Kioko (Hospitality Major), Treasurer Jean Stephane (Finance Major), Community Service Director Joy Murugi (IR Major), Professional Development and Leadership Director, Vivian Lispa (IR Major), Muhoro Thuo (Journalism Major) and Emanuaella Ochieng (IST Major) in charge of Public Relations and International Service dockets respectively.

The event was graced by the President of Rotary Club of Nairobi Mrs. Jessica Kazina, her husband, Mr. David Hastie (Rotarian-Rotary Club of Nairobi-Gigiri), Dr. Sally Gitoho (Adjunct Faculty, Chandaria School of Business) and other Rotarians from Rotary Club of Machakos, Rotary Club of Nairobi and Rotaract Nairobi Central.

The ceremony also saw seven members inducted to the rotary family by being given the Rotaract pin to show their commitment to the club.



Photo: Courtesy

Ms. Linda Ndanu, a Psychology Major (Center) is joined by other members of the rotary during her installation as the President

The Rotaract Club of USIU-Africa comprises of young adults who focus on promoting leadership, professional development, and community service among others. It operates under the guidance of the Rotary Club of Nairobi together with the Rotaract Club of Nairobi central. Additionally, it is part of the 10,000 Rotaract clubs in 184 countries worldwide.

Rotary is a global network of 1.2 million

neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change. It comprises of three parts; clubs, the Rotary International, and the Rotary Foundation. The clubs comprises of the Rotary where members are above 30 years, the Rotaract where members are between 18-30 years and the Interact comprising of people between ages 12-18 years.

The first ever wellness fair takes place

By Saada Mutasa and Diana Meso

In a bid to create a stress-free, healthy and kind environment for USIU-Africa community in and outside campus, the Peer Educators and Counselors Club in partnership with the counseling and sports departments and Mr. and Miss Life, organized the first ever wellness fair from Monday, July 8 to Thursday July 11. The four-day event that took place behind the cafeteria, mainly focused on the wellness of students mind, body and soul through various

activities, games and talks. It provided a platform for participants to bring out their inner child by playing fun game activities, expand their creativity through arts and crafts, interact and appreciate each other through the Shukran campaign, learn about proper dieting and exercising for various body type and unwind and re-energize through yoga, aerobics and much more.

The highlights of the event included the “Girl Talk” which took place at the auditorium, where participants engaged in various topics touching on women like cervical and ovarian cancer, female personal hygiene, and contraceptive use among others. Additionally, the aerobic and yoga session and the color flare hyped the event.

Sport Updates

By Diana Meso



Basketball

The men's basketball team (Division 3) recorded mixed reactions after beating Nexus 59-48 on Sunday July 14 and losing to Kenya Methodist University (KEMU) 48-56 on Saturday July 13, in the National Basketball Association (NBA) league. Moreover, the men's basketball team (Premier) lost to Blades (Strathmore University) 36-57 in the Kenya Basketball Federation (KBF) League. Their female counterparts were thrashed 30-79 by Kenya Ports Authority (KPA) on Sunday July 14 at Nyayo Stadium in the ongoing KBF league.

Hockey

Both the women's and men's hockey teams had a fruitful weekend after winning one Silver and two Bronze in the Betty Tione Memorial Tournament (Nakuru Open) on Saturday July 13 and Sunday July 14 in Nakuru. The ladies' team scooped a Silver and a Bronze while the men's team won a Bronze. More than 40 teams across various counties participated in the tournament.

Upcoming events

Career fair – July 22-25

Media Mentions

Compiled by Diana Meso



July 18: USIU-Africa was mentioned by the Daily Nation in an article titled "Men more active than women on social media, study shows."

<https://www.usiu.ac.ke/1285/daily-nation-men-more-active-than-women-social-media-study-shows>

July 18: The Standard mentioned USIU-Africa in an article titled "Kenyan men beat women in time spent on social media."

<https://www.usiu.ac.ke/1284/standard-kenyan-men-beat-women-in-time-spent-social-media>

July 18: USIU-Africa was mentioned online in an article titled "Latest Social Media Consumption in Kenya Report Shows WhatsApp and Facebook the Most Dominant Platforms."

<https://www.usiu.ac.ke/1283/online-latest-social-media-consumption-in-kenya-report-shows-whatsapp-facebook-most-dominant-platforms>

July 17: The Citizen Digital mentioned USIU-Africa in an article titled "Kenya leading social media consumption in Africa – USIU study."

<https://www.usiu.ac.ke/1282/citizen-digital-kenya-leading-social-media-consumption-in-africa-usiu-study>

July 16: USIU-Africa was mentioned by the Daily Nation in an article titled "Champs Equity Bank go two points clear in women's league."

<https://www.usiu.ac.ke/1281/daily-nation-champs-equity-bank-go-two-points-clear-in-womens-league>

July 16: The Standard mentioned USIU-Africa in an article titled "Butali Warriors, Strathmore crowned Nakuru Open champs."

<https://www.usiu.ac.ke/1280/standard-butali-warriors-strathmore-crowned-nakuru-open-champs>

July 15: USIU-Africa was mentioned by Citizen Digital in an article titled "Warriors and Strathmore carry the day in Nakuru Open."

<https://www.usiu.ac.ke/1279/citizen-digital-warriors-strathmore-carry-day-in-nakuru-open>

July 13: The Standard mentioned USIU-Africa in an article titled "Champions KPA ready to dock rookies Emyba in league match."

<https://www.usiu.ac.ke/1278/standard-champions-kpa-ready-dock-rookies-emyba-in-league-match>