



M A P E M A
Maintaining Peace through Early
Warning, Monitoring and Analysis

Online Election Monitoring in Kenya

*Detecting and countering hate speech, incitement,
disinformation and misinformation online*



Project Overview



Monitoring Hate Speech and Incitement

Focus on investigating **Mis/Disinformation, hate speech and incitement** in the Kenyan elections and identifying the networks behind this.



Viral Storytelling

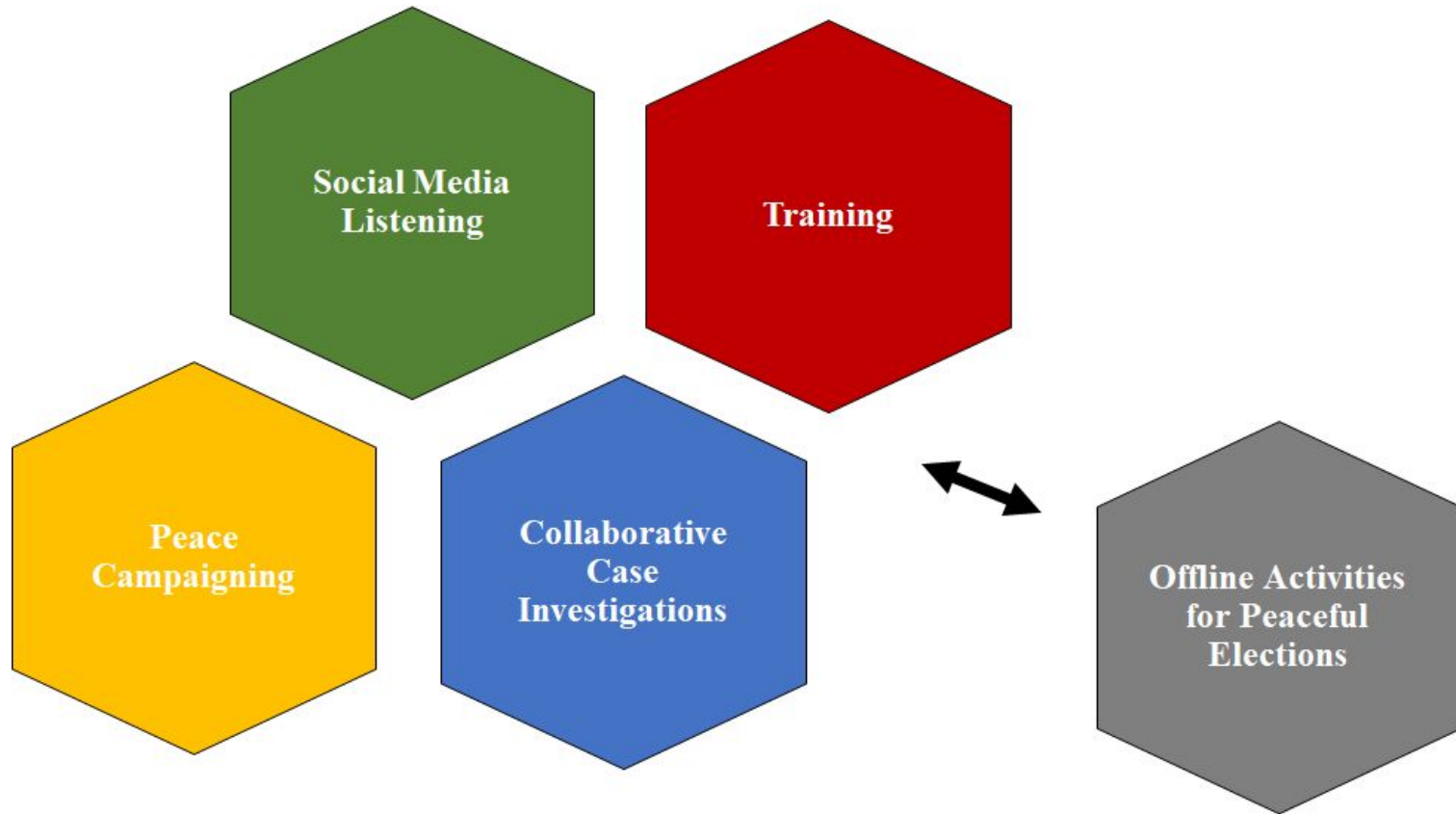
Shujaaz **youth ambassadors** & its community of 7,5m 'heroes' will facilitate real-world dialogues.



Mythbusting Influencers

Afluence is leveraging on its network of over 3,000 **micro + nano influencers** across Kenya to help **share debunks & targeted counter-messaging**

Project Overview



Project Objectives

Techniques used to spread hate speech and incitement

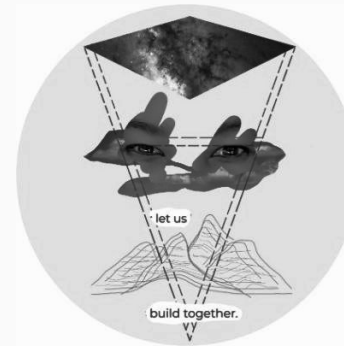


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Lexicons

CfA made a significant progress in consolidating existing hate/toxic speech lexicons, including merging NCIC's terms with CfA's existing lexicon. Additionally, our analysts added new hatelex words in the hatelex database. Currently, the hatelex database has 169 words and phrases that are used as hate speech lexicon.

The lexicons were key in flagging content on social media that contained hate speech.



Candidates/ Actor mapping

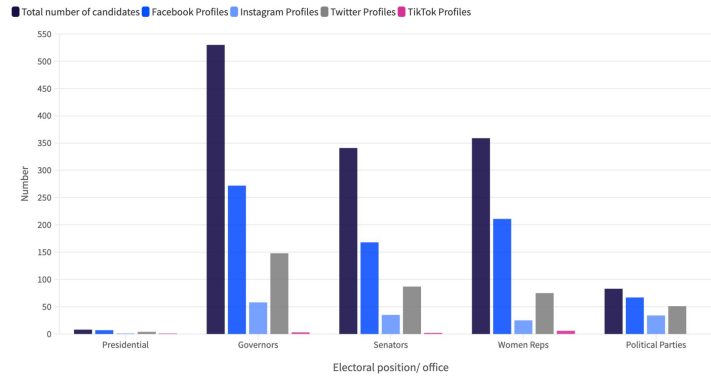
CfA has mapped 15,980 vying candidates and entities involved in the 2022 General elections.

Only 6,199, representing 38.79% of the candidates had a presence on social media, with the highest number present on Facebook (4,613), Twitter (1,146), Instagram (420) and TikTok (20).

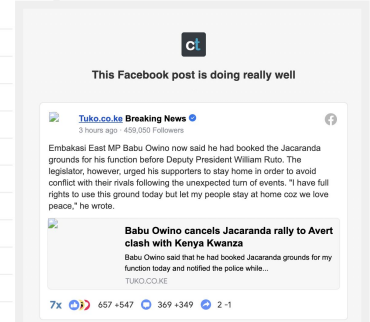
The watchlists enabled creation of trigger-alerts for viral content delivered via email/ slack channel to enable further review & to flag any potential hate speech or incitement originating from influential accounts.

CANDIDATES SOCIAL MEDIA MAPPING (NATIONAL & REGIONAL)

Candidates with social media accounts on Facebook, Instagram, Twitter and TikTok

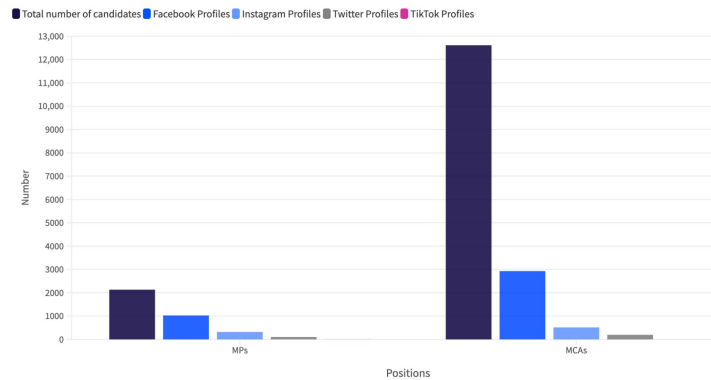


Source: CfA Actor Watchlist

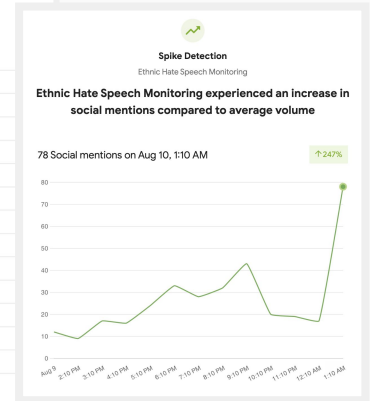


CANDIDATES SOCIAL MEDIA MAPPING (LOCAL)

Candidates with social media accounts on Facebook, Instagram, Twitter and TikTok



Source: CfA Actor Watchlist





PesaCheck debunks

PesaCheck has produced an 301 fact-checks covering misinformation related to the 2022 general elections in Kenya.

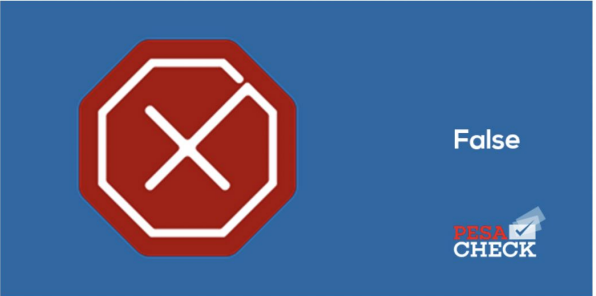
This comprised misinformation before, during and after the general.

Some of the misinformation flagged ranged from misleading narratives to outright hateful content against communities, political candidates and, even female politicians and minorities.

 PesaCheck
Aug 25 · 5 min read · 

ALTERED: The Star did not publish a newspaper cover with the headline “Natembeya is dangerous for Trans Nzoia, voters warned”

The publication has noted that its cover is fabricated.



A [Star newspaper cover](#) with the headline “Natembeya is dangerous for Trans Nzoia, voters warned” is ALTERED.



NCIC support

As part of capacity building for NCIC we conducted 11 scheduled training sessions that were hybrid on social media monitoring and how to conduct investigations.

Additionally, we had 16 days where we had CfA analysts present at NCIC offices to offer one-on-one capacity building and training when required.

We are currently developing a daily guide and training syllabus on how to conduct investigations on social media monitoring for NCIC.

Media monitoring and query generation

Media monitoring, watchlists development, lexicon creation + queries generation



Dark socials investigations

Conducting investigations on WhatsApp and Telegram



Introduction to Twitter Investigations

An overview of investigating disinformation on Twitter



Coordinated Inauthentic Behaviour (CIB)

Introduction to Coordinated Inauthentic Behaviour (CIB)



Round tables

With the help of UNDP we had 4 roundtable discussions with key stakeholders such as the tech platforms, peace builders and human rights organizations.

One of the major outcomes of the roundtable discussion was having priority access to reporting cases to Twitter. Also, TikTok reached out with an intent to share its first public API.



Fellowships

Fellowships had a significant contributions in the success of the this project. CfA had 3 types of fellowship:

1. Wikipedian In Residence (WIR) fellows made 636 revisions in 89 Wikipedia pages relating to the kenyan Election.
2. AFCA fellowships: We engaged 6 newsrooms who performed 115 fact checks.
3. Mythbusters who performed analysis on post-election disinformation on social media.

Wikipedian In Residence (WIR) Progress

#CFAEP

SHOW STATISTICS

DOWNLOAD CSV

Oct. 5, 2022 - Nov. 8, 2022

636 revisions

89 pages

20 users

2 projects



Anatomy of a Coordinated Twitter Attack

The Context

On 7th February, 2022, the Kenyan government deported opposition supporter and lawyer Miguna Miguna for his role in the unofficial swearing in of the opposition leader. Following

Hate Speech Cases

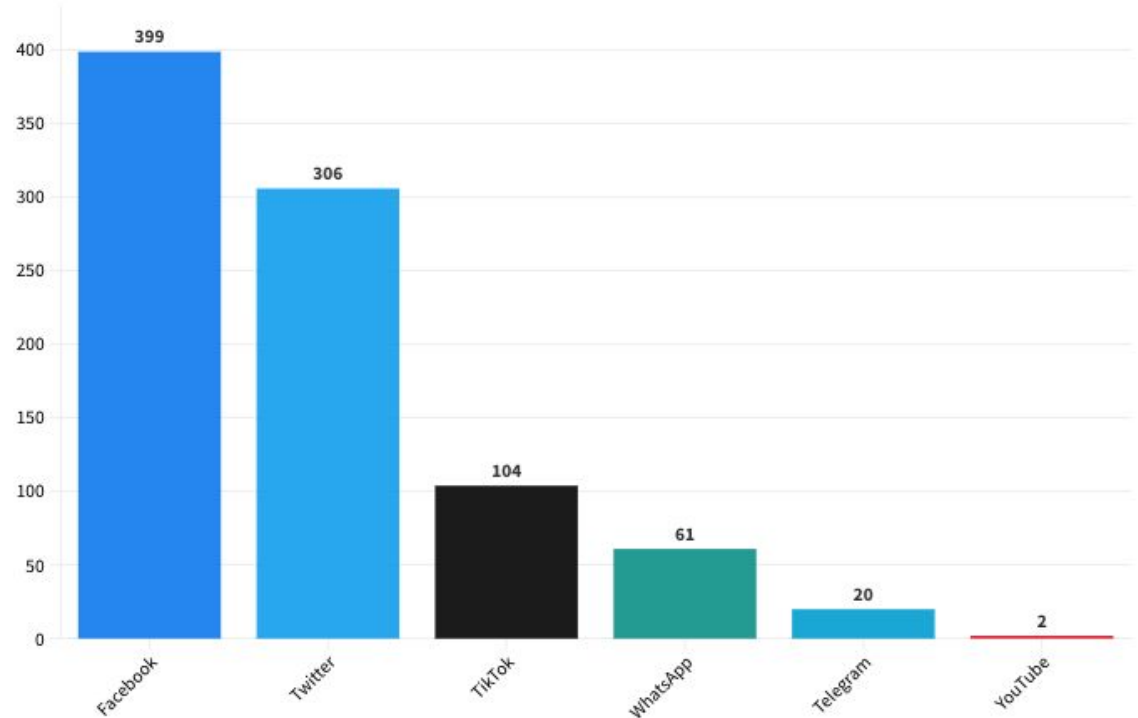
From 31 May to 20 October, Cfa identified 893 cases of hate speech and incitement.

The hate speech cases were high just before and after the elections.

Facebook and Twitter platforms accounted for the highest number of cases during this period.

Tactics such as negative ethnic stereotyping are still being used to propagate hate speech and incitement.

Social Media Monitoring: Identified Hate Speech Cases from 01 June - 20 Oct
Number of identified hate speech cases on social media

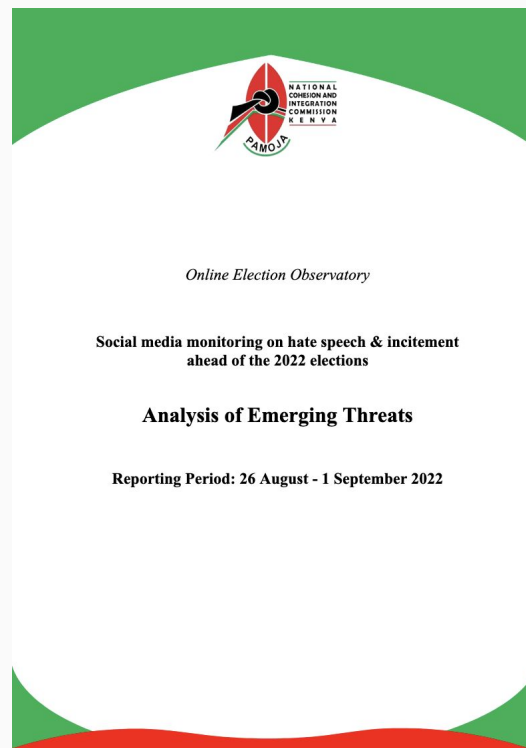


Reporting

Between May 2022 to October 2022, the MAPEMA consortium has produced 20 reports.

This reports highlighted on the hate speech and incitement cases identified, tactics and techniques being used to spread hate speech and incitement, counter- messaging efforts and peace messaging, Pesa Check debunks and Shujaz sentiment reports.

The reports were pivotal in stakeholders' decision making.



<i>Report Type</i>	<i>Number of Reports</i>
Weekly SitRep	8
Monthly SitRep	3
Insights Report	1
Daily SitRep	7
Bi-Weekly SitRep	1
Total number of reports	20

Counter messaging efforts

Efforts to counter the spread of hate speech and inciting content



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Viral Storytelling

Disinfo often succeeds because it is **mesmerising**.

It is visually striking, tells a compelling story and plants doubts or suspicions.

We've therefore partnered with East Africa's biggest & most trusted youth brand, **Shujaaz**, to leverage its two-time Emmy-winning **visual storytelling** through comics, animated video & viral social platforms.

Shujaaz youth ambassadors & its community of 7,5m 'heroes' will facilitate real-world dialogues.

QUICK INTRO

AT A GLANCE

9.5M

YOUNG PEOPLE IN OUR NETWORK
FOUNDED IN 2009

SHUJAAZ

THE BIGGEST YOUTH BRAND IN EAST AFRICA
STARTED IN PRINT, NOW A DIGITAL COMMUNITY

4.4M

YOUNG PEOPLE ON SHUJAAZ DIGITAL IN KENYA & TANZANIA
SMS, FACEBOOK, INSTAGRAM, TWITTER

71%

OF 15-24 YEAR OLDS HUGE IN KENYA

60%

RURAL REACH MOST SHUJAAZ FANS ARE RURAL



ROOTED IN DATA EXPERTS IN KNOWLEDGE, LEARNING AND CHANGE

 **DJ B**
@TheDJBoyie

Leader mpoa ni mwenye anasaidia ku-improve life ya wasee wa area ame-chaguliwa. Kwa mtaa yako, ni fiti ukue rada ya mwenye anachaguliwa, ndio akuwe leader mpoa. Swali ni, utajuaje leader mpoa?

[#ChezaKamaPro](#)
Translate Tweet

5:50 PM · Jul 10, 2022 · Twitter for Android



#PeacePeeke kabisa
Security ni mimi na wewe, and kama youth sisi ndio tuko forefront kumakesure tuna preach AMANI. With future in our hands ni fiti pia kuwa na uhusiano mwema na security agencies as well.

Joseph Kivaya

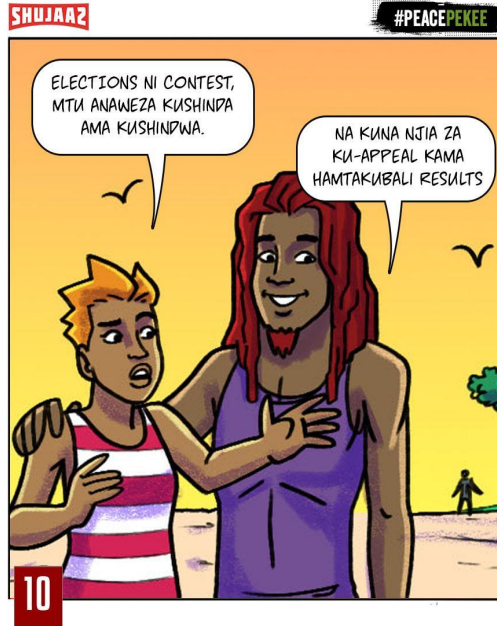
SHUJAAZ | DJ Boyie

Youth Messaging

The consortium's comms strategy focuses on reaching Kenya's youth, with peace messaging.

Our campaigns have reached over 3.9 Million young people as at 31st Oct on our FB, Twitter and IG. Shujaaz SuperFans also spread messages on peace and voting, reaching over 24 Million young people.

We've also distributed one million copies of Shujaaz comics focused on the elections, coupled with on-the-ground SuperFan led events.



SHUJAAZ
#MICYETU
With Opondo & Flora

#PEACEPEKEE: Pledge yetu time ya elections

 Wilder Magenya Youth Mobilizer	 Hawkins Capel Youth Mobilizer	 Dr. Danvas Makori NCIC Commissioner
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Live @DJ Boyie
11th July from 8:00pm

Maria Kim was live.
Yesterday at 20:00 · 🌐

Tuko live ndani ya #MicYetu. Next week time kama hii utakuwa unajitayarisha vile utaenda ku-vote.

Unatambua process ya ku-vote? Leo nadai tuchapiane kenye unafaa ku-expect especially kwa wenye wanaenda ku-vote for the first time.

Tuchapiane kwa comments..... See more

👍 167 💬 59 comments 12 shares

👍 Like 💬 Comment ➦ Share

DJ Boyie
31 July at 15:14 · 🌐

Ushawahi cheki ubaguzi mtaani juu ya ukabila mtaani?
Charlie Pele imagine alinyimwa kuuziwa unga ya ugali juu yeye na beshte yake. Deno si wa kabila moja. Hii story haifai mtu wangu. Nitext kwa 20308 kama ushawahi kuwa kwa hii situation...

#PeacePekee

👍 33 💬 9 comments

Peace Messaging

The insights generated by this engagement is fed back to the UN + NCIC through weekly **sentiment analysis** reports & **Peace Hub** sessions, plus our **Youth Pulse** reports.

The consortium's **Virtual Mediation Sessions** have helped amplified peace messages from NCIC commissioner Dr. Makori, IEBC voter education manager Amina Soud and Transforming Generations director, Rachel Machua.

Peace messaging focusing on:

- The dangers of hate speech, political handouts and incitement.
- Working with young people to identify, share or call-out early warning signs of violence, hate speech or incitement via hotlines/Shujaaz channels.
- Asking young people to pledge to maintain peace.
- Civic education on election processes and cycles.
- Encouraging youth participation in elections/Governance.



Mythbusting Influencers

Size isn't everything. Trust is often about believing those closest to you.

AIfluence has partnered with us to leverage its network of over 200 **micro + nano influencers** across Kenya to help share **debunks & targeted counter-messaging**

The grassroots influencers will facilitate locally relevant **online discussions + Q&A sessions** to debunk common misperceptions.

They will also serve as **early warning 'sentinels'** for emerging toxic narratives.



Viral Reach

We focussed our messaging on promoting unity, create civic awareness, peaceful coexistence and gathering audience feedback

AIfluence Performance

**8.5 M
Reached**

**459 K
Engaged**

**5.4%
ERR**

Platform Posted	Number of posts	Reach	Engagement
Twitter	551	723,490	127,394
Instagram	784	6,122,430	212,737
Facebook	614	1,663,255	118,878
TikTok	2	4361	44
Total	1951	8,513,536	459,053



Questions?

