



Midlands State University



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Management

**DISSERTATION TOPIC: AN ANALYSIS OF THE IMPACT OF
SOCIAL MEDIA AS AN INSTRUMENT OF PROMOTING
DEMOCRATIC GOVERNANCE IN ZIMBABWE DURING THE PERIOD
2013-2016**

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*This dissertation is submitted in partial fulfillment of the requirements of
Bachelor of Social Science in Politics and Public Management Honours
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DECLARATION FORM

I solemnly declare and affirm that the research entitled AN ANALYSIS OF THE IMPACT OF SOCIAL MEDIA AS AN INSTRUMENT OF PROMOTING DEMOCRATIC GOVERNANCE IN ZIMBABWE DURING THE PERIOD 2013-2016 is as a result of my own work and has never been presented and submitted before any academic institution. The sources that I have used in this research have been acknowledged accordingly.

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Date...../...../ 2017

APPROVAL FORM

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The undersigned certify that they have read and recommend to the Midlands State University for acceptance of a dissertation entitled: AN ANALYSIS OF THE IMPACT OF SOCIAL MEDIA AS AN INSTRUMENT OF PROMOTING DEMOCRATIC GOVERNANCE IN ZIMBABWE DURING THE PERIOD 2013-2016

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DEDICATION

This research is dedicated to my Father, for his unconditional love and unwavering support. Not forgetting Almighty God for the grace and taking me through.

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I am truly grateful to my supervisor Mr A Chilunjika for his guidance, motivation and intellectual support throughout this research. His professional advice on many occasions of our interaction was very enriching. Thank you Sir! I would not have made it not forgetting the whole PPM department for its outstanding ability in imparting my life with life reality nuggets. My earnest gratitude goes to my family for their support this research would not have been possible they stand with me financially and emotionally. I salute my fellow students for their love and support throughout the research. Special thanks to all the respondents, I value your time and inputs which made data collection possible.

ABSTRACT

The research presents an analysis of the impact of social media as an instrument of promoting democratic governance in Zimbabwe during the period 2013-2016. Social media is a young phenomenon which has influenced the political, socio-economic sphere in the world. The background of the study gives a chronological history of social media in Zimbabwe. Social media websites such as facebook, twitter, youtube and various online blogs have arguably given a voice to individuals that would not be heard. Therefore a number of tenants' of democracy are facilitated by social media which include enabling advocacy accountability lobbying highlighting transparency within government systems only to mention a few. Theories supporting the study were stressed and the legal framework supporting the social media was highlighted. The researcher revealed the challenges associated by the use of social media included the abuse of social media platforms by mass which out rule the authenticity of social media, generation gaps experienced in the use and government intimidation on social media activist. Data was collected using the mixed method approach interviews were conducted, questionnaire were distributed, documents were also reviewed and it was then analyzed using content and thematic analysis. Ethical considerations were also observed by the researcher in the study. The last chapter of the research is centered on summary of findings, conclusion on findings which brings to light the impact of the social media in promoting democratic governance. The researcher concluded that people are not familiar much with the evolution of social media in Zimbabwe and the significance of social media has positive influence in the country. Therefore the researcher proffered recommendations to the government embrace social media as it acts as a whistle blower and the public to be educated on the use and importance of social media.

ABBREVIATIONS

AIPPA	Access to Information and Protection of Privacy Act
BAZ	Broadcasting Authority of Zimbabwe
ISS	Institute for Security Studies
MDC	Movement for Democratic Change
POSA	Public Order and Security Act
POTRAZ	Postal and Telecommunications Regulatory Authority of Zimbabwe
UN	United Nations
NATO	North Atlantic Treaty Organization
WWW	World Wide Web
ZIPSA	Zimbabwe Internet Service Provider Association
ZMC	Zimbabwe Media Commission
ZANU-PF	Zimbabwe African National Union- Patriotic Front

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CHAPTER 1 :INTRODUCTION

1.1 INTRODUCTION

In this conceptual paper one would like to trace back the history of the problem at hand in relation to the impact of social media as an instrument for promoting democratic governance in Zimbabwe. Issues associated with social media as a democratic tool from the independence era up to 2012 are stated. Under this section, statement of the problem and justification of the study are outlined. Research objectives, questions, delimitations and limitations are also unpacked in the chapter.

1.2 BACKGROUND OF THE PROBLEM

The independence of Zimbabwe in 1980 brought with it a democratic constitution which guaranteed freedom of expression in the media dimensions. In Zimbabwe the emergence of telephone companies such as Econet, Netone and Telecel bought a new era of communication in the late 1990's. However such developments only affected the affluent of that time the majority of Zimbabwe could afford to own a cellphone but however we witness a dynamic change in the late 2000 where everyone owned a cellphone maybe one can safely say globalization acted as a catalyst. According the 2012 National census indicated that 55 % of Zimbabweans were between the ages of 15 and 64 years with the majority of that group falling in the 15 to 44 age set. Therefore this indicates that a young population which is more engaged with social media and as such likely to consume most of its content through such platforms. Social media carry ambiguities which have pedigrees from the late 2000 through Facebook being one of the first forms of social media followed by other forms used in Zimbabwe through use of internet cafes and mobile phone

According to Muniady (2013) the invention of the Internet and the World Wide Web (WWW) is the most sophisticated creation of human to date. Co-operation among citizens can only be materialized through communication, where communication's necessity is cognizance this is

evidenced by popularity of social networking sites in Zimbabwe and prove that online information sharing among the people has increased. People are almost instantly able to share the information in any mediums documents, photos and videos. It is of paramount importance to look in what the people have been sharing and trace the historical cause. Social media websites such as Facebook, Twitter, YouTube, and the various online blogs have arguably given a voice to individuals that otherwise would not be heard. The economic crisis that bedeviled Zimbabwe in this period in question began significantly around 2000 following a series of events and government decision such as the fast-track land reform program and the 1997 war veterans compensation fund collapse of the Zimbabwe dollar which led to 2009 adoption of the multi-currency system, high unemployment and general economic depression over the course of sixteen years immediate concern are its political dimensions in Zimbabwe. Its arrival signified a major shift in how political news and events in the country are received and interpreted..

The Zimbabwe government tried repressing the use of social media in the country, Mc corley (2016) denotes that “in 2012 the government charged six people with treason for organizing and attending a lecture to learn lessons from the Arab Spring , although the charges were later dropped its clear that the government is sensitive to the impact that free expression could have on the stability of the regime”. In politics those with the means of material production to their disposal control the ideas of those without. ZANU PF started to control boards like Broadcasting Authority of Zimbabwe (BAZ), Zimbabwe Media Commission (ZMC). Public Order and Security Act of 2002 (POSA) and Access to Information and Protection of Privacy Act (AIPPA) were enforced to facilitate limited access to publicity by opposition. Also freedom of expression and freedom of media are undermined as POTRAZ override the bill of rights denying the right to expression The ruling party responded to the use of social media or up swell by drafting a new legislation called the Computer Crime and Cyber-Crime Bill of 2016 to control online activism and setting up of the board of Censors to regulate and control media under the Censorship and Entertainment Control Act chapter 10. 4

According to newsday (2013) former Sunday Mail Edmund Kudzayi was dragged to court over allegations that he was the character behind famous baba jukwa who exposed a lot of corrupt ZANU-PF officials and assassination plots. The famous tajamuka movements led by pastor Evan Mawarire have also faced treason charges and intimidation in events which unfolded in 2016.

Hence one views social media impact as a tool of promoting democracy is undermined as fear is installed by government as they hunt down individuals who advocate for accountability and transparency on social media platforms. Zhangazha denotes fact , “ the arrival of social media led to the expansion of the right of Zimbabweans to receive and impart information in a manner that was more personally empowering and without direct censorship”. Therefore one views social media setting significant role in promoting democracy but its life span can be at threat by the government. Also freedom of expression and freedom of media are undermined as POTRAZ override the bill of rights denying the right to expression .According to eNCA news social media may a set Zimbabwe for democratic path.

1.3 STATEMENT OF THE PROBLEM

The research seeks to reveal the impact of social media as an instrument for democratic government were the political sphere can be corrected or change maybe brought about through government adhering to hear grievances of the mass as the social media as acted as the voice of the voiceless. The 21st century brought about a cyber-era in Zimbabwe hence free use of social media is expected the constitution grants freedoms of expression therefore the governed questions the government on issues concerning their well-being. However what is at ground pertaining Zimbabwe context in social media is opposite than expected as restriction have been introduced relating to the use of social media and citizens are intimidated for airing out their political views pertaining governance accountability and transparency.

1.4 RESEARCH OBJECTIVES

1. To explore the evolution of social media in Zimbabwe.
2. To assess the legal framework governing social media in Zimbabwe?
3. To analyze the role of social media on promoting democratic governance in Zimbabwe.
4. To examine the challenges faced in using social media as an instrument of democracy in Zimbabwe.
5. To proffer recommendations on strengthening the role of social media as a tool for democratic governance in Zimbabwe.

1.5 RESEARCH QUESTIONS

1. When did social media start in Zimbabwe ?
2. What are the legal frameworks governing social media in Zimbabwe?
3. Does social media promote democratic governance in Zimbabwe?
4. Are there any challenges relating to the use of social media as an instrument of democracy?
5. What recommendation can be obtained on strengthening social media?
5. How does Zimbabwe evolve in the internet sphere?

1.6 JUSTIFICATION OF THE RESEARCH

The research is an evaluation of the impact of media as an instrument for promoting democratic governance in Zimbabwe. Social media plays an important role in this digital era as helps people to communicate instantly by ignoring the geographical distances and time. This study establishes the gaps in that there is free use of the social media in the country but democratic rights of citizens are suppressed as fear is instilled if one is to use social media as a platform of expression or saying grievances on issues pertaining governance. On the whole it is also hoped this study will enable policy makers to take appropriate measures to curb social media in governance as social media contribute to post-truth world yet it empowers the citizens to question democratic rule as well as to part-take in governance to an extent that before as it works as a watchdog to the government as issues of corruption are unraveled and to the citizens. Scholars have left much on governments suppressing social media in developing countries and failed to justify how this may have an effect on democracy. The findings of this study also contribute towards providing academic insight to future scholars and researchers since the concept of social media promoting democracy was essentially western developed and yet is still to be adopted in African governments. The social media platforms, people no longer share general thoughts but also share what they think about politics hence Non –governmental organization might also aid people through educating them on how social media can be a tool of democracy. Existing information on social media did not touch on issues of promoting democracy much hence the

research add knowledge to the existing literature. This might enable policy makers to reference this knowledge in crafting policies in the government.

1.7 DELIMITATIONS

According to Leedy (1997) delimitation are choices made by the researcher during the research that he or she can control. Delimitations describes the boundaries of the study which include population of a study, variables, statistical analysis focus of the research, geography and time frame. Social media has played a pivotal role around the globe as it has changed the face of democracy but however this study is confined to Zimbabwe where social media facilitated protest and its use is somehow still suppressed by the elite. The results of this study are based on a limited population as those who are active on social media are based in the urban areas and range between the age groups of 16- 44 years while the great population of Zimbabwe resides in the rural areas. The research is limited to the timeframe between 2013 and 2016 hence the period 2012 backwards was characterized by crude and inexact trace of social media in Zimbabwe that posed a challenge in tracing the significance. There is limited content on issues relating to study as it might be a sensitive topic to the government.

1.8 LIMITATIONS

Ahmed (2009) states that limitations of study encompass all methodological aspects or a characteristic that has negative bearing in gathering or interpreting data. Limitations are shortcomings, conditions or influence that cannot be controlled by the researcher. Therefore in line with the above definition there is limited access of social media information from non-governmental organization which advocate for democracy. A delay in setting of appointments with different organizations was experienced in the research and as some organization proposed response by email later on. However a detailed signed letter of agreement will guarantee confidentiality, on how information obtained is to be used and full study returned to the organization for reference will be given.

Given the sensitivity of this study, citizens did not feel comfortable discussing some issues with the researcher as citizens were reluctant to divulge information as they thought that the research was a political propaganda to discredit the government and also the researcher faced a challenge of lack of co-operation from targeted respondents because of fear of reprisal from government, however the researcher persuaded and informed the respondents that the study was for academic purposes only and also the information given was strictly confidentiality

1.9 STRUCTURE OF THE STUDY.

The study will open with chapter one. The first chapter will introduce the research study, background of the study, statement of the problem, research objectives, and research questions, justification of the study, delimitations, limitations and structure of study.

Chapter two of the research is known as literature review. This chapter begins with an introduction of literature relating to the study. The chapter will include definition of key terms, the legal framework under pinning social media and country experiences will be highlighted such as Tunisia, Libya and Egypt

Chapter three of the research shall be the methodology chapter. The chapter consists of an introduction, research design, sample selection, methods of data collection, data analysis, ethical consideration and chapter summary.

Chapter four denotes on the presentation and analysis of research findings. This chapter will begin with an introduction and will highlight on the findings of the research. Analysis and presentation will be in different formats such as tables and pie charts, lastly chapter summary.

Chapter five will sum up on the impact of social media as an instrument of promoting democratic governance in Zimbabwe. This chapter will give conclusion to research findings and also proffer recommendations to the findings

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

This Chapter seeks to look into the relevant literature that has so far been available on the analysis of the impact of social media as an instrument of promoting democratic governance in Zimbabwe. Due to the divergent views on impact of social media, the schools of thought on the issue are split between those who are optimistic about role and efforts of social media promoting democracy and those who are skeptical of its weakness on the ground. There`s therefore a lot of speculation on the role of social media and impact towards promoting democracy. The literature under review will also look at the divergent views of other countries experiences, the media have been able to emphasize their role in building up and expanding democracy however gaps on the response of governments towards social media have been ignored.

2.2 DEFINITION OF KEY TERMS

2.2.1 Democracy

In mid-1800's Alexander de Tocqueville distinguished one of the interesting and enduring features of this democratic society the opportunity for people to form associations with like-minded individuals to address social issues through persuasion and advocacy. Democracy does not just envelop issues relating elections, governing incorporate vibrant issues where citizen trust in government institutions is of great significance for a strong sustainable democracy where governments are capable and willing to satisfy citizens' needs. The democratic process is undermined and endangered bringing about democratic façade where citizen involvement is absent. Fair democratic governance ought to incorporate qualities such as accessibility, responsibility, accountability, adequacy comprehensive responsive and transparency. As indicated by Coronel (2012) still in numerous democratic governments, the media have been able to play their role through buttressing and deepening democracy. Experiences in other nations which at times have prompted the ouster of presidents and the fall of corrupt governments, has

made the media a powerful and credible watch dog and helped its credibility among society. The media can likewise help build peace and social agreement, without which democracy is undermined.

The idea behind democracy is that the state needs to give security and fairness to its people and ought to effectively reorder society in a way that is helpful for such improvements, yet that such changes ought to be realized slowly, legitimated by a democratically elected majority. Democracy insist the need of acquiring a command within the confines of existing democratic structures and once in power, concentrate on executing policies intended to bring about reforms of a nation's society and economy towards a more equal appropriation of wealth. Unlike dictatorship, democracy endeavour to encompass the rights and freedoms of their citizens from abuse. These rights incorporate the privilege to life, the privilege of expression, the privilege to associate and privilege to assemble subsequently free media is vital democracy as it is the mouth piece between the governing and the governed, the voice of the voiceless masses. According to Stiftung (2016), democratic space refers to a useful idea that encourages the examination and comprehension of various societal patterns. This helps to hold the state accountable, shape public debate, and encourage people to take an interest in politics and express their sentiments. However the researcher took note of that it would not be surprising to citizens living under some type of democracy to discover that democratic governments also have the capacity and can show the readiness to put restrictions surveillance on social media. Lipset (1959), states that, the impact of income levels determines the destiny of established democracies, that democracies are more likely to expire in poor nations and survive in wealthy ones. It draws out a more extensive and far-fetched comprehension of African governments' response towards social media.

2.2.2 Social Media

As early as the seventeenth century, enlightenment scholars had contended that publicity and transparency give the best insurance against tyranny and the excessive of arbitrary. In the mid-1700s, the French political philosopher Montesquieu, intense against the mystery allegations conveyed by Palace courtiers to the French King, prescribed publicity as the cure for the abuse of power. English and American philosophers later in that century would concur with Montesquieu, recognising the significance of the press in making authorities mindful of public's discontents

and enabling governments to redress their errors. Basing on this record, one can social media credit or it's importance of publicity in the twenty first as enlightenment philosophers proposed the need of checks and balances to avoid the abuse of power.

According to Joseph (2012) social media is defined as "a group of Internet-based applications that work in light of the ideological and technological foundation of web and that permit the creation and exchange of user generated content refers to Internet platforms that take into consideration intuitive participation by users. Joseph (2012) states that, "user generated content" is the name for the majority of the ways in which individuals may utilize social media. Joseph (2012) further argues that, the Organization for Economic Cooperation and Development (OECD) specifies three criteria for content to be classified as "user generated:" (1) it ought to be accessible on a public site or on an accessible website or a social networking site that is available to a select group, (2) it involves a base measure of creative effort, and (3) it is "created outside of professional routines and practices." She additionally implies that , although purely commercial websites are excluded under this definition, interactive blogs run by firms are included because there are conversation generated, there are diverse sorts of social media: collaborative projects, virtual worlds, web journals, content groups and social networking there in extends beyond commercial. Many people share information social networking sites of which Facebook and Twitter are among the most famous.

These sites are versatile, empowering the sharing of content, pictures, videos, audio files, and applications. The idea of 'social media' can best be acknowledged within the framework of what Spanish sociologist (Castells 1996) called the 'network society' in his trilogy entitled The Information Age, Castells clarifies in detail how in light of the Internet and the World Wide Web, information had in the mid-1990s become a raw material. He points out how the development of information and communication technologies (ICTs) was affecting on every aspect of life. He contends that the key characteristics of the 'information age' was the time and space collapsed, whereby activities that used to take days or weeks took hours and transactions overseas began happening immediately in the internet. Ideally the media should keep citizens engaged in the business of governance by informing, educating and mobilising the public. The media's key part in democratic governance has been perceived since the late seventeenth century and remains a fundamental guideline of modern day democratic theory and practice. Basing from

this state of affairs' one notes that the social media has the influences of being the link between the people and their government enabling sound governance.

According to Leenders and Heydemann (2012) although social media is a relatively young phenomenon in our world, its works on social movement and collective action has been around as early as the 1960s, giving scholars important information to comprehend the effectiveness of social media as an organisational tool. Basing on this state of affairs one views that social media makes it much easier for people to communicate and organize themselves for democratic purposes. An eyeeful examination of this idea draws out an understanding that hashtag activism is very common in the public arena as individuals rush to comment and send their feelings, thus adding to the subject under discussion. Castells *ibid* (2012) alludes that, past research has pointed out that when channels of interaction between the general populace and government are blocked, the web can serve as an avenue for voice dissatisfaction and as a new technological medium, it has changed the method of communication which has prompted changes in how social movements mobilise. In regards to the above view, when the influence of government frameworks neglects to fill in as a channel of communication for the public, individuals will utilize the internet to make their voices heard, to interface with others, and even to launch 'extrarepresentational' protest movements. However that does not mean at all times that if the activism calls for one to go to the roads, one will do as such, scholars have overlooked the way that various individuals are web active but taking the avenues is not a good action for them.

One common characteristic among social media sites is that they have a tendency to be free and are in this manner broadly available across over socio-economic classes for the most part in western nations anybody can make a Facebook or Twitter account, upload a YouTube video, or compose a Word Press blog as indicated by Dent (2012). Access to social media relies on access to the internet, which is universal in the west however less accessible in the third world countries. Internet access is growing quickly as indicated by world static; as of February 2011 one third of the total population has internet access because of the catalyst factor which is globalization. Mobile phones with internet capacities are becoming common and mobile phone usage in third world countries is much broader than use of Personal Computers. According to Dent (2012), mobile phone memberships are notwithstanding expanding exponentially in famously shut social orders, for example, North Korea and also mobile smart phones and

different telephones with internet capacities are increasing. In July 2011, the Sydney Morning Herald reported that global mobile infiltration is anticipated to reach 100% by 2016 and that half of all mobile phone will be Smartphones with internet access.

Social media channels give individuals an approach to organise themselves to ensure their societies are not destabilized. Online channels enable individuals to fight more insidious adversaries on gossip and disinformation. Cases may spread of massive shootings in an area for instance but individuals in the area could come forward and say what was truly happening. In different cases, rumours of unclean water or shorts of electrical power may threaten to spark a public panic, but again Facebook and text messages let individuals give authentic information. In general, online social tools helped activists counter the individuals who were attempting to threaten the society, quieting the whole circumstance down they spread the message that individuals were keeping things in control.

2.2.3 Governance

Governance, is characterized by the dynamic association between individuals, structures, procedures and customs that help the activity of authentic authority in provision of sound leadership, direction, oversight, and control of an entity in order to guarantee that its purpose is accomplished, and that there is legitimate representation for the ethical conduct, the (effective) utilization of its resources, and the consequences of its actions.

There are seven mainstays of governance expressed by Gill (2009) which includes legitimacy grounded in constitutional documents and incorporation instruments, 'rule of law', respect for traditions, and validity with key stake/shareholders who 'freely' agree to the authority of the administering body. He additionally discusses participation (or engagement): is the involvement of electors, shareholders, individuals and other key partners in planning, decision processes and evaluation. This enables a representing body to get relevant information, serves as a reality check and watch dog, stimulates operational efficiency and feedback by users of public services important for monitoring access and quality of services.

As indicated by Gill (2009), responsible stewardship is faithful exercise of the obligations of due care, diligence, and loyalty in the efficient utilization of financial and Human Resource allocated to the reasons for which they were entrusted. Ethical conduct incorporates respect, honesty,

transparency, integrity, reliability and fairness in all interactions, commitment to the spirit as well as the letter of laws, rules, regulations, norms and tradition service to the advantage of essential recipients above service to self... and leadership by example (Gill 2009).

Transparency requires convenient access by electors, shareholders, individuals and other key stakeholders to low cost, relevant, reliable information about finances, products or services, management of resources and decision processes. Transparent procedures in organisations may incorporate open meetings, exact disclosure of financial and other basic performance indicators, compliance with freedom of information legislation and readily accessible of annual reports and audited financial statements. According to Stiftung (2016) transparent means that leaders allow for public scrutiny of what they do while in public office and citizens are allowed to attend public meetings and are free to obtain information on what happens in public offices, who makes what decisions and why. Transparency is a step towards accountability.

Predictability refers to the conduct or actions of elected authorities/board members and appointed staff (Gill 2009). The scholar additionally contend that predictability comes about basically from laws, regulations and role definitions that are clear, and known ahead of time are fair and consistently and viably upheld. It is of principal significance that stakeholder's certainty and public trust that stewardship and fiduciary duties will be appropriately worked out, that business will be conducted ethically and that anticipated results are realistic.

Gill (2009) notes that, accountability is the capacity of voters, shareholders and organisational members to call decision makers to account for their actions. Viable accountability has two components: 'answerability' and 'consequences'. The first is the requirement to respond periodically to questions concerning one's legitimate actions. The second is the need for the acknowledgements of achievements or weaknesses... rewards for accomplishments, and the use of deterrent sanctions for breach of rules or serious inadequacies in execution of duties (Gill 2009).

2.3.1 SIGNIFICANCE OF SOCIAL MEDIA IN MOBILISING

Social media sites are a characteristic channel of communicating political disappointment or dissatisfaction. Media today has fundamentally changed from what traditionally was the practice,

within social media significantly molding the way news is devoured, circulated and reported. The pattern in has been enormously experienced among the youth, the elite, and urban dwellers who are the majority of social media users, subsequently moving contrary from traditional media houses to social media sites for news update thus enabling users to share news stories, pictures or videos, and to examine news issue or events. Concurring Stiftung (2016) the spread of social media platforms provide a chance to enhanced access to information and diversification of sources and opinions. Therefore an account can be drawn that social media's indubitable sway in shaping the standards, opinions and perceptions of the people especially the middle class and urban elite should be considered in shaping governance.

Stiftung (2016) states that social media has influenced news to spread considerably faster, in this way encouraging free speech and expression without fear of censorship. To this degree, it is one of the tools that has offered more effective democratic space with the expectation of free speech and freedom of expression. Shirky (2011) believes that social media is an imperative new tool for advancing social and political change. One should not ignore the fact that as much as scholars support social media in mobilizing people also these revolutions are always associated with violence and blood shade. As indicated by Al-Jazeera news scope, it is difficult for a "Twitter Revolution" to succeed, however, if the regime reacts with severity and oppression, as Iran did against the Green movement in 2009 and as Bahrain did in early-2011. Nonetheless, incomplete Twitter Revolutions, having uncovered the hidden hatred against and vulnerability of an oppressive regime. In this regard one can express that Syrians appear to have reacted to the murderers suppression of protests by the Assad regimes by mounting more and ever larger protests. Concurring Dent (2012) defines social movements as a progression of argumentative performance, shows and campaigns by which individuals make aggregate claims on others. The study on social media in encouraging social movements only surfaced in the last decade. Social media has quickly made strides and progressively individuals are becoming more approachable and easier to mobilise. Goodwin and Jasper (2003) agrees that "social movements are often molded and conveyed through hashtags; social movement is defined as "conscious, concerted, and sustained efforts by individuals to change some aspects of their society by utilizing additional institutional means". Along these lines one can recommend that individuals mobilise because of a typical reason which influence their prosperity in the social quest. Such

developments can be vital instruments for socio-political change, and can possibly change the frameworks of government systems in which they occur.

One can indicate that social movements can have an impact in the spread of democracy or regime change. It is legitimate to express that social movements is the result of opportunity structures, for example, the economic, institutional and social contexts of a nation molded by its access to social media. The opportunity structures take into account the grievances that determine a social movement. These grievances can be derived from a change or disintegration of social, political, as well as economic circumstances. Oleinik (2012) supports that social, institutional, and economic contexts give the hidden motives and conditions for social movements, unlike old social center points social media has made gigantic systems that not only connect the whole world, but also give individuals the capacity to effectively publicise at minimal costs and to the speed and size of group coordination.

According to Serafeim and Lim (2012), in the contemporary world social media has changed the way news is created and distributed due to internet and mobile technology. For instance , in social movements, like the one which took place in Egypt or the Occupy Wall Street movement, the wireless communication tool facilitated in capturing videos and photographs during the uprisings that "intended to make a shift in the government by providing fair and unedited content to the public (Clark 2012). News is portable because of mobile phones, personalized because internet users have customized on topics that is of particular interest to them and participatory because users have customized profiles on subjects that is specifically of interest to them, and participatory on the of news, comments, or its dissemination by means of Facebook and Twitter (Serafeim 2012). Likewise social media has given new source of information that cannot be easily controlled by authoritative regimes (Tufekci and Wilson 2012). One can propose that the effect of social media on the formation of social movements by inclining to two larger interrelated elements ,opportunity structures and mobilisation structure hence highlighting that social movements are caused by opportunity structures, for example, economic, institutional, and social context of a nation moulded by its access to social media.

Traditional strategies of mobilisation involve knowledge, money, media, labour, unity, legitimacy, and internal and external support from some power elites (Adam 2010. The political utilization of social media, for example, Facebook, Twitter, YouTube, blogs, and mobile phones

have changed the traditional method of classifying social movements by giving more source of knowledge (without media bias), decreasing expenses of coordination, and increasing the speed of information exchange (Shirky 2011). Using social media, people can associate with each other and organise at an incredibly minimal cost; furthermore it gives ground to individuals to take an interest even uncommitted people may have a chance to join the cause (Shirky 2011). Basing from this information one views that social media provides a cheap platform for one to join a social movement.

2.3.2 LEGAL FRAMEWORK GOVERNING SOCIAL MEDIA IN ZIMBABWE

From October 2003, the Zimbabwe government mainly through the Postal and Telecommunication Regulatory Authority of Zimbabwe (POTRAZ) has been taking several cyber related national security measures. Hence these measures have led to the drafting of the Computer Crime and Cybercrime bill. According to the draft this is a bill to criminalize offences against computer and communication infrastructure networks related crimes to consolidate the criminal law on computer crime and network crime to provide for investigation and collection of evidence for the admission of electronic evidence for such offences and to provide for matters connected with or incidental to the foregoing.

2.3.3 CHALLENGES ON THE USE OF SOCIAL MEDIA AS AN INSTRUMENT OF DEMOCRACY

Stiftung (2016) postulates that, “due to the lack of regulations and standards, abuse in forms of spreading false information and rumor’s, defamation and hate speech can hardly be prevented and social media has increasingly become a channel for different forms of offenses and so-called “cyber-crime” - such as “cyber-bullying”, stalking, defamation, spread of false information and inciting messages.” Social media can also spread corrupt concepts and content similarly as it can spread good concepts and content. At the same time the expansion in the quantity of information does not say anything in regards to the quality of available information". Basing on this information one views that social media use as an instrument of democracy can be affected as one cannot fully relay on it as it is prone to manipulation and exploitation by the public as one may use it for self-interest. Also one cannot dismiss the fact it looks like there is a concern of generational gap, with the younger generation making ample use of the prospects of the internet

and social media hence the another population is excluded in the interaction especially the elderly.

Gladwell (2010) contends that social media connections advance weak ties and low risk activism, or "slacktivism." He argues that "liking" something on Facebook, or retweeting a story, requires little effort, yet those actions may lull the protagonist into supposing they are accomplishing something important. Gladwell caustically notes that "Facebook activism succeeds not by rousing individuals to make a genuine sacrifice, however by spurring them to do the things people do when they are not motivated enough to make a genuine sacrifices in light of the fact that networks do not have a centralized leadership structure and clear lines of authority, they have genuine difficulty achieving consensus and defining objectives. They cannot think deliberately they are constantly inclined to conflict and error. In light of Gladwell's assertion that fruitful social movements require organized hierarchies as opposed to loose networks, it is intriguing to take note of that the Arab protests do not have a well-defined ranking system. But however he does not give a comprehensive solution to organize social media leadership. Some social movement activists in fact deliberately put more emphasis on the collectiveness of their actions rather than leadership. Stutje (2012) takes note of "some of the activists are tired of a dominated way of decision making which is made by a small and exclusive group of people ". While a great part of the literature underlines the lack of organization in the internet age, as if leaders are not of an critical element to progress, some researches represent a group of leaders or 'starters' still will be as essential toward the start to scale up the movement (Magetts 2013).

Likewise one ought to take note of that, most African governments have not stepped toward making the utilization of social media and networks within government official and far reaching. Indeed, the policy environment remains uncomplimentary with most government Internet related regulations intend to pursue political interests to the detriment of empowering citizen participation. Ultimately, the prospects and capability of social media remain tied down in the unpredictability that is the socio-economic, technological, political and cultural setting. Access to the internet, capacity to adequately utilize assorted media instruments, and time and security issues and citizens' knowledge of how best to utilize the mediums, will decide how much civil participation, transparency and proficient public service delivery can flourish by means of the social mediums available. Although social networks systems are probably not going to succeed

traditional policy and governance processes in Africa, it is un-doubtable that they can viably add to meaningful citizen inspiration, sensitisation, education, mobilization and eventually, influence.

2.4 THEORITICAL FRAMEWORK

Theoretical framework is a section of a search project that flourishes to combine set up known assumptions with the context or phenomena that the research project seeks to address. This part of the study survey at the different theories that have been advanced to clarify the establishment of social media and why individual's part takes in social media over the globe. Below, the researcher examines the public sphere theory and the modernization theory.

2.4.1 PUBLIC SPHERE THEORY

The theory of public sphere, developed by Jürgen Habermas in *The Structural Transformations of the Public Sphere* (1981), stresses out the role of communication in public opinion. He contends that the public sphere general is 'a domain of our social life in which something approaching a public opinion can be moulded', neither institutionally controlled nor dominated by private interests, as an important prerequisite for a well-working democracy. Through acts of assembly and dialogue the public sphere demonstrations produces opinions and attitude which sere to maintain or challenge the issues of the state. In perfect terms the public sphere is the source of public opinion needed to legitimate authority in effective democracy .Rational and basic dialog between citizens on public issues is basic to the public sphere, and today the media gives the essential spaces for such discussion (Butsch 2007). Newspapers, radio, television, and the Internet, all controlled the capacities of citizens' engagement in the public sphere on various informative levels. The connection between the media and social movements are of great significance. Gamson and Wolfsfeld (1993) illustrated the three noteworthy motivations behind the media in social movements as: mobilization, approval, and scope enlargemet. Mobilization is vital for the members themselves but as well as for their message and the grievances the group is ascending against. Being covered by the media is imperative to approve the message as important, and it will likewise prompt an extension broadening by the public sphere that might bring more people to join the reason (Butsch 2007).

Movements rely upon the media to create open sensitivity for their challenge. As indicated by Habermas(1981), " the middle class public sphere might be conceived most importantly as sphere private individuals meet up as public" . Thus, public sphere is made out of private people whose societal interconnectedness rises above the limits of their own lives. Calhoun (1992) indicates those public sphere "is characterized as the public of private people who participate who join in debate of issues bearing on state authority", the public sphere and the private sphere can be considered commonly comprehensive, as opposed to fundamentally unrelated, social domains. In reality, public sphere and the private appear to represent two fundamental states of the social to the degree that each private individual is represented to by the forefront performativity of public persona; every public persona is embedded in the background subjectivity of a private individual. Since human actors cannot escape from the different socialization forms imposed upon them by their environments, the purest type of privacy cannot dispose of people's reliance upon society. People can declare their security just in connection to, instead of in disconnection from, the presence of different people. In this public sphere is only the socialized articulation of people's equally instituted self-rule people are self-sufficient not in segregation from but rather in connection to each other, that is, in connection to public of autonomous being.

The coordination of social life cannot be attempted by totally independent and self-referential people who find themselves immersed in hermetically seal and autopoietically managed private domains. By definition, social coordination is completed by interconnected and interdependent subjects who are arranged in emblematically negotiated and substantially constituted public domains. The deliberative association that happens in the public sphere can be viewed as a statement of the inherent amiability of the human condition. Actually, there is no societal combination without the presence of any public. Similarly as the presence of every individual cannot be separated from the presence of society, the presence of the private sphere is incomprehensible without the presence of the public sphere.

The normative specificity of the common public sphere originates gets from the fact that it has an emancipatory potential. Habermas (1981) emphasis on the emancipatory capability of the middle class public sphere can barely be overemphasized, as it outlines the sociological significance of the engaging idea of communicative practices performed by rational actors. In addition

Habermas (1981) alludes that, subjects fit for discourse and action are also capable for reflection and discourse, in light of the fact that the legitimacy asserts that linguistic actors raise in everyday at any rate on a fundamental level, constantly criticisable, people in public sphere and the private sphere can be considered commonly comprehensive, as opposed to fundamentally unrelated, social domains. Without a doubt, people in general and the private appear to speak to two vital states of the social to the degree that each private individual is spoken to by the frontal area performativity of an open persona, each open persona is implanted out of sight subjectivity of a private individual. Since human performing artists can't get away from the different socialization forms forced upon them by their condition, the purest type of security can't take out people's reliance upon society. People can affirm their protection just in connection to, instead of in detachment from, the presence of different people. In this sense, the public sphere is only the mingled articulation of people's proportionally constituted independence: people are self-governing not in separation from but rather in connection to each other, that is, in connection to an open of self-ruling creatures.

The coordination of social life can't be embraced by totally independent and self-referential people who get themselves drenched in hermetically fixed and autopoietically supported private domains. By definition, social coordination is done by interconnected and related subjects who are arranged in emblematically arranged and tangibly constituted open domains. The deliberative association that happens in the general population circle can be viewed as an outflow of the inborn amiability of the human condition. Indeed, there is no societal mix without the presence of an open circle. Similarly as the presence of every individual can't be separated from the presence of society, the presence of the private circle is unfathomable without the presence of the general population circle.

The regulating specificity of the common open circle gets from the way that it has an emancipatory potential. Undoubtedly, this isn't to propose that the common open circle ought to be admired as an unblemished domain of social participation and human freedom. Or maybe, this is to recognize that its extremely presence relies upon its ability to advance metro engagement in informative procedures of assessment and will development. The centrality of Habermas' emphasis on the emancipatory capability of the average open circle can barely be

overemphasized, as it represents the sociological significance of the engaging idea of informative practices performed by sane on-screen characters. According to Habermas (1981), subjects fit for discourse and activity are likewise equipped for reflection and talk, in light of the fact that the legitimacy guarantees that etymological performing artists bring up in ordinary correspondence are, in any event on a fundamental level, constantly criticizable.

The public sphere and comprehensive domain in which people's intellectual capacity on the role of critical and responsible actors indicative of society's coordinative ability to change itself into an emancipatory project shaped by the standardizing power of open communicative rationality. As indicated by Thompson (1995) the history of the public sphere ought not be dealt with as a free-drifting improvement separated from more extensive social procedures rather, it ought to be conceived as integral to these procedures. The structural change of the public sphere can be considered as an expression of the historically contingent nature of social order. Both the ascent and the potential downfall of the public sphere show that the transformative potential of public domains of inter subjectivity cannot be isolated from the formative idea of society. Put in an unexpected way, the change of people in public sphere has been analyzed in terms of the more extensive setting of macro-structural transition processes. According to Habermas, (1962) the basic change of the public sphere in the late twentieth century constitutes a procedure of social disintegration "for about a century the social foundation of this sphere have been caught up in process of decomposition, and inclinations indicating the fall of public sphere are unmistakable, for while its extension is extending stunningly, its function has turned out to be dynamically inconsequential".

Habermas' (1981) attention to the distinction between the class-transcending emancipation of the *homme* and the class-specific emancipation of the middle class is installed in both a Marxist and a post-Marxist perspective of modern day society. According to Habermas (1981) origination of society is firmly sited within the tradition of Marxist idea in that it perceives that political emancipation is not tantamount to human emancipation in the event that it is characterized in class-specific, instead of in species-constitutive, terms. At the same time, Habermas' origination of society goes beyond the tradition of Marxist idea in that it recommends that the emancipatory possibilities of the middle class public sphere, which come from its rational-critical nature, cannot just be denied by accepting, in a customary Marxist form, that information generation in

the middle class public sphere is reducible to sheer ideology construction and, hence, to the spread of "essentially false awareness". Still publicity is clearly more and other than a mere scrap of liberal philosophy". The integrationist idea of the mass media changes public sphere into a functionalist member of political reformism. Class threat is sustained by the foundational integrationism of mass media. Henceforth, a constitutive component of the middle class public sphere, in particular its basic potential got from reflection, appears to offer path deeply segment of the way of life industry, that is, its propensity towards steady commodification. Basing from the state of affairs' Habermas gives a helpful and keen theoretical framework for understanding the basic change of people in public sphere in the modern day

2.4.2 MODERNIZATION THEORY

The second theory is modernization theory were social networks and traditional media try to explain the mechanisms that aid in the formation of sustenance of social movements. One can state that the present current approach to social movements is the use of social media as the modern instrument for enabling formation of social movements .Huntington (1968) contributed enormously to the Modernization hypothesis. He contends insecurity surfacing when institutions cannot keep up of societal and economic changes. The theory of modernization was grasped by political scientist and relative legislative issues as change appeared to be practically overpowered with the massiveness of progress occurring in modernizing social orders of Asia, Africa and Latin America. The basic distinction amongst current and custom society, most scholar of modernization contend lies in the remarkable control which man has control over his natural and social environments. This control depends on the scientific and technological knowledge. At the scholarly level modern day society is portrayed by the enormous aggregation of knowledge about man's environments and by the dissemination of knowledge through society by methods for literacy and mass communication. Modernization theory started from the thoughts of German sociologist Max Weber (1864– 1920), which gave the basis to the modernization paradigm generated by Harvard sociologist Talcott Parsons (1902– 1979). The theory looks at internal aspects of a nation while assuming that with help, less developed nations can be conveyed to development in a similar way more developed nations have been.

Modernization theory was a predominant hypothesis in the social sciences in the 1960s, at that point went into a profound overshadowing. It made a rebound after 1990 however remains a disputable model. Modernization theory keeps up that traditional society will develop as they receive more modern day practices. Advocates of modernization theory assert that developed states are wealthier and all the more powerful and that their citizens are more liberal to experience a higher standard living. Developments, for such new internet technology creates a need to update tradition ways in communication production and transport , it is argued, make modernization vital. That view makes evaluate of modernization difficult since it suggests that such developments control the limits of human cooperation, not the other way around. It likewise suggests that human organization controls the speed and seriousness of modernization. Orthodox religious convictions and cultural traits, as indicated by the theory, generally turn out to be less vital as modernization takes hold. Consequently, society will attempt to supplant the current institutions with ones that can meet current social and political requirements.

However Gurr (1970) adds relative deprivation to fill in a gap in modernization theory. Furthermore Gurr (1970) argues that regardless of the possibility that institutions strive to catch up with societal and economic changes the sentiment relative deprivation will likewise lead individuals to mass organize. Relative deprivation contends that individuals are driven to to organize out of a feeling of deprivation or imbalance delivered by an association with others, or in connection to their own particular desires. According to Gurr (1970) as gaps develop in society individuals will join social movements in because of the fact that their desires will have outgrown their real situation. As the gap between a person's esteem desires and esteem accomplishment develops more extensive, social dissatisfaction will develop. This gap is in respect to the circumstance of a person's neighbors. Relative deprivation may be experienced if everybody in an area encountering a similar low level of significant worth accomplishment (Gurr 1970).

2.5 COUNTRY EXPERIENCE.

2.5.1 Egypt 2011 Revolution

Social media played a vital role utilizing the 2011 Arab spring revolution as citizens depended extraordinarily on social media to mobilize themselves. One can take note of the way that without these mass sorting out tools just couple of individuals would turn out for protest however social media enabled mobilization. As indicated by Al-Jazeera's coverage in 2007, a young lobbyist named Ahmed Harara saw that the Facebook page for the Egyptian football group had pulled in 45,000 "fans," and thought about whether a political movement could be framed on the network. In March 2008, Harara and partner Israa Abdel-Fattah made a Facebook page called "April 6 Youth," which reinforced an arranged industry strike and advanced it through emails and viral "publicity." The page pulled in 70,000 individuals in three weeks, transforming the strike into a significant protest that humiliated the Mubarak government and gathering individuals consequently utilized the page to share authoritative strategies and other information in preparation for additional protest (Hausloher 2011).

The essential basis of the uprisings has been mass dissatisfaction with incompetent, corrupt and oppressive frameworks of government and developing gap amongst rich and poor. Skyrocketing food prices, which ironically have been caused by global conditions rather than economic incompetence which deepen dissatisfaction . "If you want to free society just give them Internet access ." These were the words of 30-year-old Egyptian activist WaelGhonim in a CNN interview on February 9, 2011, only two days before long time tyrant Hosni Mubarak was compelled to step down under pressured from a popular, young, and peaceful revolution . According Storck (2011) the Internet blackout triggered and resulted in social movement protest. The citizens in the Arab street could get rid of consistence and toleration from dictator regimes, likewise permitted them, once the opportunity emerged, to invest into and utilize social media to change legislative issues underneath. The uprisings were made by the general citizens of the Arab nations; however social media acted as powerful tool facilitating occasions in ways that were pivotal. This revolution was portrayed by the instrumental utilization of social media particularly Facebook, Twitter, WhatsApp, YouTube, and text messaging by protesters with the objective to achieve political change and fair change.

It was social, not formal institutions or political assemblies, that gave the viable instrument to enacting the public and for permitting loose networks of activists and protesters to assemble, convey and collaborate. They gave a substitute space to restoring a torpid open awareness into a conscious, dynamic social discourse. An study by the Dubai School of Government assessed that the quantity of Facebook users in the area practically multiplied from 11.9 million out of 2009 to 21.3 million of every 2010(Anderson 2011). The scholar additionally made affirmations of the statics that 2011 the primary quarter Facebook users were 30%. 13.1 % in Palestine, 21.25% in Jordan, 22.49% in Tunisia,36.83% in Bahrain1.37% in Yemen, 1.94% in Syria, 3.74% in Libya, 7.66% in Egypt, 13.1%. According to Anderson (2011) under 1 % of the populace in the Arab world are dynamic users of twitter henceforth twitter isn't prominent as Facebook.

2.5.2 Tunisia 2011 Revolution

Tunisia was rich ground for an internet empowered uprising. In spite of educated populace (with a median age of 24), the nation had not sufficiently made employments for the huge number of young people getting optional and professional education, especially in the inside and western parts of the nation. Tunisia's 10 million inhabitants and two million expatriate citizens are enthusiastic user of technology. 85% of the populace has mobile phones (5% advanced cells), and about two million of them are on Facebook.

According to Nassar (2016) on December 17, 2010, in the Tunisian town of Sidi Bouzid, the police told a young street vendor Mohammed Bouazizi that he could not proceed with his business unless he paid a bribe that he could not afford. The scholar further narrates that the governor declined to hear his grievance, Bouazizi set himself on fire in protest,news of his self-immolation spread all through the town, starting protest and conflicts with police videos of the Sidi Bouzid protest were transferred to Facebook, which, dissimilar to other video sharing destinations, was not blocked in Tunisia. For sure, Ben Ali's attempted to control Facebook in 2008 basically urged more Tunisians to join by means of intermediary sites, a scene that might be a genuine sign of Zuckerman's "cute cat" theory. Sites like Nawaat curated and inscribed Sidi Bou Zid videos that Al Jazeera, the Qatar based cable network, broadcasted. Anderson (2011) states that, "Tunisia has managed to block the video Al- Jazeera was able to broadcast via satellite". However behind those accomplishments, Ben Ali's regime firmly confined free

articulation and political gatherings... ". In spite of the fact that authoritatively hindered in Tunisia, Al Jazeera news coverage was able to broadcast news from the beginning to the nation by means of satellite. Basing on the above information of censorship of press and social media being restricted in Tunisia, social media helped to spread manifestation of the revolution.

Numerous grievances proffered for an revolution in Tunisia this included unemployment which had been steadily high, degradation. As indicated by Nassar (2016) it was assessed that Tunisia lost more than US\$1 billion every year in the period of 2000 and 2008 because of corrupt crimes and abuse of power. According to Al-Jazeera news coverage a Facebook page entitled "Mr President, Tunisians are setting themselves on fire" was created, 73 while Tunisian Twitter clients spread the hashtags #bouazizi, #tunisia, and #sidibouzid to demonstrate solidarity with the protesters and to compose and stir protest. The Dubai School study found that the quantity of Facebook users in Tunisia expanded by 8% within two weeks of January 2011 alone. Regarding international reports of occasions in Tunisia, social media was the motivation as it has been for the all of the Arab revolts since. Global Voices—a site that screens, orders, interprets, and sources stories from social media in developing started broadcasting the Tunisian demonstrations. By December 30, 2010, Global Voices noticed the leakage via social media of news of the distress from inside Tunisia; however prevailing press scope other than Al Jazeera was as yet missing.

Al Jazeera spearheaded the intergration of traditional administrations with social media, guaranteeing that its syndicated stories are incited and informed by a large citizens. As indicated by Nassar (2016) as the unrest came to peak, the president escape and the police started to haul out of the streets, hence chaos turned into the most serious threat.

2.5.3 Libya 2011 Revolution

According to Rahimi (2011) both hostile to and genius government policies utilize social media to battle against and keep up the present state of affairs, individually. Libya social media emerged as powerful device for catalyzing revolutions all through the world. The status of the Northern African nation turned tables through YouTube, twitter, facebook and more reason the Libyan revolution through different social media channels. As indicated by Al-Jazeera Libya protest news site had 1,400 likes and a few posts about the occasions unfurling. In the start of the

war hostile to Gaddafi purposeful publicity was being displayed crosswise over nearby news station. In such manner the association internet social media gives, it would not have been long until it got on the antics. As per different site of social media had an indispensable impact arranging protest and additionally utilizing hostile to Gaddafi publicity to build the strain between the rebels and Gaddafi's regimes.

Throughout the Libyan civic war Facebook had a major part in enduring protest news pages. Finally in Libya protest started in Benghazi and rapidly spread all through the nation. According to Buckley (2012) Gaddafi lost popularity in the international system when the Arab spring protest spread to Libya. After a reported severe reaction by Muammar Gaddafi, the unarmed protests immediately transformed into an armed rebellion and civic war, and the rebels were supported by NATO airpower approved by the United Nations (U.N.). As per Al-Jazeera news coverage in August 2011 Gaddafi was obliged to escape the capital Tripoli and a transitional government took control. According to Al- Jazeera new coverage on October 20 2011, Gaddafi was murdered after being caught by rebels. In this regard given the course of the Libyan uprising it was quick adjustment from unarmed revolution to equipped disobedience to global war the significance of social media as a catalyzing force for revolution.

2.6 CHAPTER SUMMARY

The chapter has highlighted the philosophical debates which have emerged in trying to explain the impact of social media as instrument of democratic governance and this chapter has exhaustively highlighted the theoretical concerns. The rise of social media has promoted the democratization of world politics, shifting the balance of power from nation-states to individuals and smaller institutions

CHAPTER 3: METHODOLOGY

3.1 INTRODUCTION

This chapter seeks to clarify research methodology in the context of this research and the various research tools employed by the researcher so as to solicit tangible information that addresses the research questions. The mixed methods approach and the desk research method is highlighted in this chapter so as to show its advantages to this research with also a little mentioning of the scholarly debates over these methods. The data analysis method is also made reference to in this chapter

3.2 RESEARCH DESIGN

Bryman (2007), states that “a research design is a comprehensive plan of how a study will take place”. Van Wyk (n.d, 1) defines research design as the overall plan for connecting the conceptual research problems to the pertinent (and achievable) empirical research. In simpler terms and in relation to the aforementioned definition, research design lays out the data required, methods to be used to collect and analyze the data and how all these are to answer and address the research question. The data and the methods to be used need to be well arranged or configured so as to establish an effective ground that adequately answers the research questions. Crosswell (2009) also defines a research design as a “type of inquiry within qualitative, quantitative, and mixed method that provide specific direction for procedures in research design” and, the types of designs have revolutionized over time with computer technology advancing data analysis procedures.

In cognizance of the above definitions, it is evident that research design aims to clearly establish the requirements and structures to adequately address the research questions. It gives the relationship that exists in a particular field of study and in issues of the impact of social media as an instrument for promoting democratic governance in Zimbabwe, it requires the researcher to have an introspect of the phenomenal down to the grassroots with the aim of having a clear understanding of the impact of social media and how social media has influenced or promoted democracy. This research requires a grounded understanding of the impact of social media as

an instrument for promoting democratic governance in Zimbabwe and also discern information from statistical findings from other researches. The Mixed Method approach engaged by this research occurs to be the best option to solicit the required information or the research and also complement the pitfalls associated with each of the research methods.

Bulsara (n.d; 6) defines the mixed method approach as a method for conducting research that involves collecting, analyzing, and integrating quantitative and qualitative research (and data) in a single study. According to Saunders (2011) mixed approach is advantageous and expedient as it plays a significant role by complementing each other. Therefore where one research design fails the other research design overcomes thus making it the most credible, plausible research design (Bryman 2006, Gorard and Taylor 2004). The advantages of the mixed approach has significantly help the researcher to effectively examine and interpret challenges that are standing as an obstruction towards the use of social media in promoting democratic governance in Zimbabwe. Mixed Method approach objective is of amalgamating the strengths of quantitative and qualitative data gathering techniques, in order to formulate a holistic interpretive framework that generates plausible solutions to the research problem under study. It is the quest of this research to have a grounded base of the impact of social media in facilitating democracy and how it has promoted democratic governance and the mixed method approach emerges to be the only practical approach that is comprehensive in responding the question of the impact of social media.

It is justified to have an understanding of what is implied by Qualitative and Quantitative research method so as to justify why the Mixed Method Approach is viable for this research study. Qualitative research according to Tashakkori and Cresswell (2007), is understood as primarily an element of exploratory research with the aim to gain an understanding of underlying reasons, opinions, and motivations of a phenomenon under study. It is portrayed to give an in-depth, intensive understanding that is critical in developing a formidable research study results.in contrast, Qualitative research as defined by Cresswell (2013), is “ an approach for testing objective theories by examining the relationship among variables”. The variables can be measurable on instruments such that the numbered data can be analyzed using statistical procedures.

3.3 SAMPLING

Webster (1985) defines sampling as a finite part of a statistical population whose properties are studied to gain information about the whole. Mugo (2002) postulates that when referring to people, it refers to a set of respondents (people) selected from a larger population. It is mainly based on selecting a suitable sample a representative part of a population with the purpose of determining characteristics of the whole population. Mugo (2002), suggest that the purpose of sampling is to enable the researcher to obtain sufficient information by directly observing only a sample of the population so as to cut short on money and time factors. This research takes shape of purposive sampling so as to glean sufficient information to adequately address the research problem.

3.3.1 Population

Population refers to an entire group of persons or elements that have at least one thing in common, according to (Kombo and Tromp 2006). Burn and Grove (1997) denotes that “target population refers to the total number of people or components that meet the wanted set of criteria serving as basis for evaluation”. The researcher targeted population was forty people but however twenty four respondent were attained the research was more focused on urban dwellers and one organization was used.

3.3.2 Purposive sampling

Purposive sampling can also be known as judgmental sampling and it is imperative in gathering raw facts, its role in bringing understanding to the theoretical framework should never be underestimated (Bernard 2002, Creswell 2013). Purposive Sampling (judgment, selective or subjective sampling) as a type of non-probability sampling in which the researcher relies on his or her own judgment when choosing member of population to participate in the study. Purposive sampling emerges to be based on the researcher’s general judgment which may in turn save time and money. For the purpose of this research, expert sampling which is a branch of purposive sampling was employed. Expert Sampling is understood as a type of purposive sampling with the quest to glean knowledge from individuals that have particular expertise which form the basis of the research. the research required people with gnosis on the contribution of natural resources to

conflict and this can only be achieved through purposive expert sampling. Purposive sampling saves time money and effort as it is flexible and meets multiple needs and interest. It enables researchers to select a sample based on the purpose of the study and knowledge of a population.

3.3.3 Convenience sampling

Likere et al (2015:2) are of the notion that convenience sampling is an imperative tool in gathering data for research purposes. A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or reach. Respondents to be captured by this sampling technique happen to be general citizenry which the researcher met and issued questioners for data purpose. Likere et al (2015:2) propounded that the advantage of convenience sampling is that it is easy, affordable since the respondent are accessible. Therefore one views that this method is extremely speedy, easy, readily available as convenience sampling is collected with the populations on hand hence no need to travel great distance to collect data and cost effective.

3.4 METHODS OF DATA COLLECTION

This refers to the present procedures employed by the researcher with the purpose of gathering data. According to Leiner (2014) data collection is very imperative in every research, it is the backbone, mainstay and prop of a sound research as a result it is not bound or limited by fields of study henceforth researchers in every field of study whether humanities, sociologies, physics business to mention but a few implement it. Walliman 2011) states that, “ways, methods, tactics and strategies of gathering data differs according to the field of study, however its mandate and objectivity remains universal which is to attain raw facts pertaining the subject at hand and answer research questions”. Therefore, in an effort to fulfill research objectives, uncover and examine the dilemma that are standing as barriers to the use of social media in promoting democratic governance the researcher used questionnaires, documentary reviews and in-depth interviews.

3.4.1 Document analysis

Is a form of qualitative research in which documents are interpreted by researcher to give voice and meaning around the research topic (Bowen 2009). The researcher gathered data from documentation analysis on issues relating to the use of social media and how it promoted democratic governance. The method enabled the researcher to get an appreciation of challenges faced by citizens in using social media in promoting democracy.

3.4.2 In-depth interviews

In-depth interviews were used as a data collection method. Johnson and Reynolds (2012) have defined interviewing as the act of asking individuals a series of questions and recording their responses. The interaction may be over the phone or face to face and the discussion maybe more spontaneous or freewheeling. The key in interviewing is that the participants share a common language and understanding hence enabling respondents to give detailed information regarding the impact of social media as an instrument for democratic governance. Zhi (2014) is of the view that the nature and atmosphere created by in-depth interviews takes an informal way of interviewing which then creates a friendly, welcome and comfortable atmosphere which enables the respondent to bring out every knowledge.

3.4.3 Semi-structured questionnaires

According to Bless, et.al (2006:117), questionnaires can be used without direct personal contact with respondent and the self-administered questionnaire are completed by the respondents themselves without the assistance of an interviewer. Questionnaires are defined as list of presented questions used to measure attitudes, opinions and behavior of respondents. Questioner is a research instrument consisting of a series of questions and other promotes for the purposes of gathering information from respondent. There serve as standard guide for the interviewers who each need to ask the questions in exactly the same way. Use of questioners enable large amount of information is collected from a large number of people in a short period of time in a relatively most effective way

3.4.4 Documentary review

According to Kelle (2004) , documentary review is a tool, instrument and methods that is used in gathering, assembly and collection of raw facts by reviewing, assessing, evaluating and appraising existing documents. Documentary review is not limited only to hard copies or textbooks, but rather electronic documents, government reports, journals, articles and newspapers. Ryan and Bernard (2000) concurs that just like any other imperative approach in gathering data documentary review is a systematic approach taken by the researcher in evaluating the existing documents. The researcher selected documentary review due to its undeniable significance, it is a great source of information pertaining the background of social media and its significance in Zimbabwe and globally.

3.5 DATA ANALYSIS

According to Onwuegbuzie and Combs (2010) data analysis is a process, method and way of examining, appraising, evaluating raw facts using logical as well as statistical techniques to explain and describe the gathered raw facts. Data analysis has been described as a systematic process of collecting and organizing data so that a researcher can come to a conclusion. Shamo (1989) defines data analysis as systematic techniques for describing and illustrating, condensing and recapping, and evaluating data with the quest to draw understandable conclusions from the research data. Data analysis allows one to answer questions, solve problems, and derive important information and it emerges to be one of the steps that must be completed when conducting a research. The data from the secondary and primary sources is gathered, reviewed, and then analyzed to form some sort of finding or conclusion that explicitly lays out the answers to the research questions.

3.5.1 Content analysis

According to Tipaldo (2014), content analysis is a wide and heterogeneous set of manual or computer-assisted techniques for contextualized interpretations of documents produced by communication processes in the strict sense of that phrase (any kind of text, written, iconic, multi-media,etc) or signification processes,(trace and artifacts) having as ultimate goal the production of valid and trustworthy inferences. Hodder (1994) states that, “content analysis

refers to a family of techniques oriented to the study of mute evidence of texts and artifacts”. The researcher did content analysis of gathering research findings on

3.5.2 Thematic analysis

According to Guest, Greg (2012), thematic analysis is the most common form of analysis in qualitative research. It emphasizes pinpointing, examining and recording patterns (or “themes”) within data (Braun and Clarke 2006). The researcher was enabled to provide a rich and detailed themes on the analysis of social media as a instrument of promoting democratic governance. The themes were analyzed aligning to specific research questions

3.6 Ethical considerations

Ethics are society norms adopted by a group of people. According to Resnick (2011), ethics are norms for conduct that distinguish between acceptable and unacceptable behavior. The boundary or limits of ethics are a legitimate and moral way of carrying out a research (Neuman 2006). According to Steven (2013) ethical consideration entails the deployment and systematic application of honourable, decent, moral rules and professional codes of conduct when gathering, collecting, analyzing data. Kamat (2006) concurs that ethical consideration can be said to be principles of morality that governs the researcher when gathering, evaluating and disclosing the data that he or she has obtain. Therefore ethical considerations that the researcher has uphold in conducting the research includes right to privacy, confidentiality, anonymity and informed consent.

3.6.1 Informed concert

Informed consent is an ethical and legal requirement for research involving human participation. The researcher informed participants about all aspects relating to the topic , which enabled participant to make decision after studying all aspects of the research hence they voluntarily confirmed their willingness to participate.

3.6.2 Anonymity and privacy

Davison, Brown and Moffit (2006) argued that the word anonymity has its roots in the Greek vocabulary; it is derived from a Greek word *anonymia* which implies to conceal a name, hide identity of the respondent in a bid to uphold the privacy of the respondent. Thus the researcher did not use the names of the respondents hence used pseudo names to keep anonymity of respondents. The issue of anonymity was of great advantage to the researcher as it made the respondent feel free to contribute and discuss the impact of social media in promoting democratic governance.

3.6.3 Confidentiality

Dempsey (1990) states “that confidentiality denotes how uses or handle the information that one has told or disclose to the researcher in a relationship of trust anticipating that the information will not be released, divulged, revealed to others without his or her permission in ways that are inconsistent, vary with the understanding of the original disclosure agreement”. Confidentiality individuals shall adequately maintain and appropriately secure records of professional services rendered, research and scholars activities conducted and products dispensed individuals shall not reveal without authorization or personal information about identified persons.

3.6.4 Plagiarism

The researcher did give credit to the knowledge she obtained through documentary review and respondents on issues pertaining social media hence she referenced sources in the research. Plagiarism is unacceptable and is considered a serious breach of professional conduct with potentially sever ethical and legal consequences.

3.7 CHAPTER SUMMARY

The chapter has adopted the mixed methods research design in which the research subjects as well as the sampling procedures have clearly been provided. The researcher used two data collection techniques namely the face to face interviews and desk research. These ensured

collection of both qualitative and quantitative data and the grounded theory to analyse the captured data.

CHAPTER 4:PRESENTATION AND ANALYSIS OF FINDINGS

4.1 INTRODUCTION

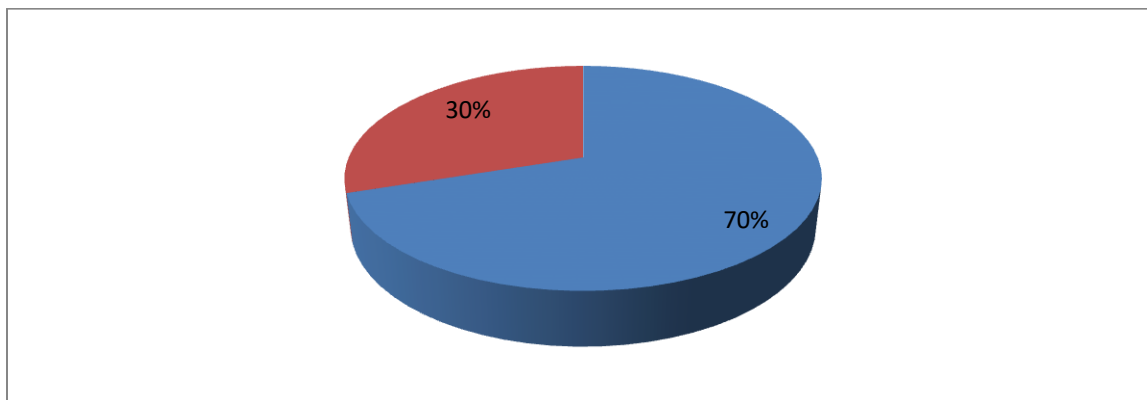
This chapter serves to present and analyse the data collected by the researcher from twenty four different respondents in Harare Zimbabwe. The responses to questions asked were in line with research objectives of the study. The researcher analysed the material gathered for the study through the use of tables, charts, narratives and themes. The data analysis enabled the researcher to browse individual responses, as well as giving an in-depth analysis of the issues at hand.

4.2 RESEARCH FINDINGS

Diamantopoulos and Schlegeuich (2000) are of the view that research findings denotes general and overall outcome of the research study, it brings to light the discoveries which the researcher unearthed during the research. Research findings plays a vital role in shaping out a thesis as it gives breathe to research objectives by answering research questions (Oppong 2013). In this regards, the researcher support that research findings forms an fundamental role of the research study as it provides a vibrant broad analysis of the research objectives and enhancing the researcher to align with research questions.

4.2.1 General Overview of the Respondent

Fig 1:Pie chart on questionnaires response rate



Forty questionnaires were given out to respondents by the researcher to community members and to the organization the Zimbabwe human rights lawyers. The chart above indicates that the respondent rate was 70% provided input as expected by the researcher. 30% of the respondents were not of interests giving excuses that the area of the study was a bit sensitive. An effective response rate should be at least 70% and above (Walliman2011).

4.2.2 Evolution of social media in Zimbabwe

40% of the government responses argued that development of socio media emerged in 1990s through the use of emails but of recent the acknowledged the coming of Facebook, whatsapp and twitter. The further highlighted that government officials such as Ministers, Parliamentarians, local authorities are now familiar with social media platforms. Respondents further acknowledged that the use of emails during the time was for the working class and the elite. In support of the respondents view, Castwell (1996) purports that the development of social media in the 1990's used audio files, texting, pictures ,videos and applications. However, the researcher observed that evolution of social media can be traced from traditional platforms such as emails to modern mechanisms such as Facebook, twitter, whatsapp and so on.

60% of the government responses suggested that the evolution of social media can only be traced in 1997 basing on the fact that the national Posts and Telecommunication Corporation established a national internet backbone. According to Zimbabwe Internet Service Providers Association (ZISPA) approximately 40%(5.2 million) of Zimbabwe's population users as of January 2014 most users access internet via mobile phones. Basing from the information provided by government responses social media evolution can be traced from the 1990's and an increase on the number of users has been witnessed due to globalization were mobile phones can east owned by anyone.

In line of the evolution of social media, 80% of the community respondents alluded that social media emerged from the use of Facebook and whatsapp. The respondents failed to give the actual time frame of the development of these social platforms in Zimbabwe. 20% of the community respondents suggested that the evolution of social media can be traced from telephone companies such as econet telecel and netone started to provide internet services to

customers .Therefore the researcher notes that the community members had less knowledge on the revolution of social media as they generalised the social platforms.

In response to question of the evolution of social media in Zimbabwe , the researcher got twenty four respondents out of forty who from their responses traced the evolution of social media in Zimbabwe significance from early 2000 up to present date. Most of respondents generalised social media evolution only referring to the use of whatsapp in 2010 and Facebook 2013. Therefore it can be argued that, respondents' knowledge on the evolution of the social media platform is limited to Facebook and whatsapp because issues of However, documentary reviews contend that CIA World Fact book ,1.35 million Zimbabweans were able to access the internet as currently there are twenty seven internet service providers . Institute for Security Studies (2016) states that in a country where mobile phone penetration is at 95% and Internet penetration at 50%, it is no surprise then that online protest is effective as an alternative to state media, blogging websites such as Kubatana have been a platform for public discussion since the early 2000s, in the run-up to and during the 2008 elections, over 31 of its bloggers called for the end of Mugabe's rule and shared their experiences in trying to withdraw much-needed cash from ATMs, along with victims' accounts of police brutality.

The researcher notes that social media emerged in the 1990's but due to economic factors its significance in third world countries was not noted by the populace as the number of people who has access to internet were a few and much detail on its evolution in Zimbabwe was side lined by scholars they pay much attention on the role of social media. In 2012 social media week was launched in Lagos it was the first event in the continent. Basing on the above information the researcher can state that the transformation from old media to social media is trendy fast in advanced economies but developing in third world countries

In an interview with the Zimbabwe Human Rights Lawyers the organisation denoted that in Zimbabwe there is limited literature or details on the origins of social media as much light is shaded upon when activities do happen which give people a say on social media. In light with this view the researcher may suggest that the organization articulated that the evolution of social media has no clear trace in Zimbabwe as more details are on the activities of social media.

Respondents were also interviewed on the evolution of social media in Zimbabwe both from organizational and community traced the evolution basing on the 2008 election were the populace were not pleased with the electoral results which lead to the formation of the government of national unity were people posted on Facebook against Mr Tsvangirai decision of forming a government with Zanu PF hence the Facebook platform was used to critic the move. Respondent A highlighted that failure of upholding democracy within political parties gave rise to the use of social media as he traced issues such as the opposition leader refusing to uphold constitution two year term in office hence social media gave voice to supporters to advice their leader hence this notion tally with the Herald (2009) MDC-T leader Morgan Tsvangirai entered the political fray claiming to be a democrat, all people expected him to exhibit democratic traits in sync with his purported political doctrine but in 2009 he surreptitiously amended the party's constitution to drop clause that limited his term in office as party president. Therefore the researcher draw an account that from the above state of affairs social media in Zimbabwe has no exact timing of its birth but different issues pertaining democracy have gave to its significance.

4.2.3 The legal frameworks governing social media.

Censorship and entertainments control amendment act 22 of 2001 an act to prohibit or restrict the importation , production and dissemination of undesirable publications pictures statues and records and in year 2002 Access to Information and Protection of Privacy Act was passed. The researcher questioned and interviewed respondents if there were aware of any legal frameworks governing social media in Zimbabwe 60% of the respondents had ambiguous confusing and contradictions among the regulatory framework that governs social media. 40% had knowledge how the legal frameworks which govern social meadia. Basing from this information one views that there is need to educate the populace on the use of social media as respondent A,B and X articulated that the censorship and entertainment control board came to being due to social media protest not knowing the Act has been there since 1967. From October 2003, the Zimbabwe government mainly through the Postal and Telecommunication Regulatory Authority of Zimbabwe (POTRAZ) has been taking several cyber related national security measures according to the draft this is a bill to criminalize offences against computer and communication infrastructure networks related crimes to consolidate the criminal law on computer crime and

network crime to provide for investigation and collection of evidence for the admission of electronic evidence for such offences and to provide for matters connected with or incidental to the foregoing.

However there are clash and contradicts evidenced by the Broadcasting Authority of Zimbabwe (BAZ) as well as the Postal and Telecommunications Regulatory Authority of Zimbabwe (POTRAZ). POTRAZ controls and oversees the electronic transmission of data and information and yet the same task is undertaken by BAZ, while the two have different ministers which are Minister of Media, Information and Broadcasting Services and the Minister of Information and Communication Technology given this scenario contradiction and confusion among citizens becomes the order of the day. Therefore taking into consideration of the above the researcher noted that the social media is young phenomenon therefore its legal framework can be justified under media as an umbrella term thou a cybercrime bill is yet to be passed in parliament.

4.2.4 The significance of social media in promoting democracy in Zimbabwe.

This section shall bring light the significance of social media. Most of the respondents that the researcher gave questionnaires had great knowledge concerning the role played by social media in promoting democracy. According to respondents social media enables the sharing of news on issues affecting citizens enhancing freedoms of expression. It is important to note that respondent B articulated that social media in Zimbabwe can be said to be whistle blowers which alarms on bad governance with the systems of government. This notion tally with the view that social media has made news spread even quicker, thus encouraging free speech and expression without fear of censorship (Stiftung 2016). Basing on this information the researcher notes that to a certain extent social media has offered more effective democratic space for free speech and freedom of expression. According to Coronel (2012.) the media can also help build peace and social consensus, which democracy is not threatened. The media can provide warring groups mechanisms for mediation, representation and voice so they can settle their differences peacefully. It goes without saying that the introduction of social media necessitate democracy as social media has acted as the voice of the voiceless and a watchdog on issues of governance and corruption for example in 2013 election the facebook page of baba Jukwa unleashed corruption scandals with the government and Zanu PF. In regards the researcher note that issues of

accountability and transparency within the Zimbabwean context are promoted with the use of social media as the platform address socio-economic problems affecting the country especially corrupt the diseases which has crippled the economy.

In an interview with a government official respondent D credit the role of social media in promoting democracy as issue of advocacy for transparency are shown by other officials. In supporting the respondent nortion Late Chindori-Chininga the former chairperson of the Committee on Mines and Energy used social media as a platform of informing the public about the operations of the Committee in the mining sector (Newsday 2013). The newspaper further commented that Chindori was invited by different government to speak on his way of operation the mining sector governance. Therefore the researcher the notes that social media enabled transparency hence promoting democratic governance as transparency is a form of good governance. According Gill (2009) one of seven pillars of governance is transparency as it requires timely access by electors, shareholders, members of the public to check relevant reliable information about accurate disclosure finance, products or services management of resources and decision processes

In the digital era social media has expanded the communication as government official have facebook and twitter accounts allowing constituents to send brief text and share information about the public concerns. Respondents articulated that social media has allowed interaction between the governing and the governed. For example government minister such as Professor Jonathan Moyo and Mr Zhuwao have active twitter accounts hence discussion on their ministerial are done publicly. Therefore the researcher views that in the past communication between citizens and government officials was limited to letters, phone calls or face to face meetings through the introduction of social media easy communication is enabled.



Sourced on <https://mobile.twitter.com>

Respondent E interviewed by the researcher justified that social media is a catalyst for mobilizing people as they share common grievances hence protest are easy to organized. According to Tilly (1984) people are also likely to mobilize when a stable situation takes a turn for the worse, such as an economic downturn. Social movements develop when individuals are able to collectively organize Wright (2001). Mobilizing structures are the mechanisms that facilitate collective action, focusing mainly on the social networks and resources available in order to organize and mobilize people into a cause. Zhangazha denotes fact, “the arrival of social media led to the expansion of the right of Zimbabweans to receive and impart information in a manner that was more personally empowering and without direct censorship”. According to Institute for Security Studies (ISS) (2016) on Wednesday 6 July thousands of Zimbabweans

participated in a peaceful stay –at-home protest against the ruling party, twitter was alive with protest hashtags #Zim shut down 2016# this flag and the shona slogans #hatichatyi (we have had enough we are not afraid) and #Tajamuka (we strongly disagree). Therefore the notion from respondent and scholars do tally due the fact that in 2016 the #tajamuka movement and July 2016 shutdowns were attributed through the social media platform hence social was the mechanism tool to mobilise people.



Sourced on <https://www.newsday.co.zw>

Another respondents highlighted that social media facilitates smooth conduct of lobbying and advocacy. Lovejoy and Sexton (2012) defined social media are set of interactive digital tools that connect groups of individuals interested in a dialogue or information. Furthermore, social media expand the reach and inclusivity of an advocacy campaign enabling supporters to join a cause regardless of geographic location, timing, disability. (Satariano and Wong 2012). Basing on this argument the researcher notes that advocacy efforts on social media are witnessed by blog such

as Kubatana, a zimbabwe online blog which outreach efforts by spreading information about the cause of rights of people and good governance of eliminating corrupt in the current government system.

However respondent F articulated that there is no significance of social media in promoting democracy in Zimbabwe as the social media doesn't provide solution but bring about confusion and disturbs the citizens peace as witnessed by the July 2016 protest. According to Coronel (2012) the media can also help build peace and social consensus, which democracy is not threatened. Therefore the researcher view that there was a difference in the perspective of social media between the respondent and scholar due to the fact that these people were in different environments were the respondents only witnessed violent outcome of protest were police brutality was eye witnessed in Zimbabwe and burning of tyre in streets ,after protest no socio economic was brought about .

4.2.5 The challenges relating to the use of social media as an instrument of democracy.

A number of respondents highlighted the challenges associated in using social media as an instrument of promoting democracy ,respondent 1 articulated that social media it prone to misuse and spread of false news hence it becomes a serious challenge in promoting democracy. In this regard the researcher reinforced respondent 1 view by Stiftung (2016) as he denotes, “due to the lack of regulation and standards, abuse in forms of spreading false information and rumour’s, defamation and hate speech can hardly be prevented and social media has increasingly become a channel for different forms of offenses and so-called “cyber-crime” - such as “cyber-bullying”, stalking, defamation, spread of false information and inciting messages”. Therefore it is from such scenario that the researcher sought to state that the challenge of social media in promoting democracy is that the information is prone to manipulation and exploitation by the public as one may use it for self-interest, social media lacks authenticity and accountability as. For example the Movement for Democratic Change (MDC) leader tweeted on his account denouncing rumours of his death on social media and the same time President Mugabe was rumoured to have died.

Respondent B cited that issues of generation gap in that the elderly are not active and the largest population of Zimbabwe reside in rural areas hence this people have limited or little access to internet therefore the effectiveness of social media in promoting democracy is limited. Rural

Zimbabwe from the colonial period had been synonymous with a place of hunger, famine, illiteracy, outright poverty, donor-dependency and backwardness among other negative connotations (Ranger 1985). It is viewed as a place where the failures of older generation are to be found waiting for death and playing with grandchildren while the younger people and active generation is expected to work in the urban areas and sending hand-outs to the relatives in the countryside. Rural Zimbabwe is also perceived as the bedrock for propaganda activities from the colonial period to the present (Fredrikse, 1982; Windrich, 1981). Most rural communities are geographically isolated and economically disadvantaged and have consequently failed to attract the interest of commercial service providers (Freedom House 2012:2). In terms of information reach and media reach the rural peasants are the last to hear the news and at most times occurrences in their locality are viewed as non-newsworthy. Basing from the above information the right to participation was often taken away from the rural populace. However this notwithstanding or underestimating the alternative forms of communication that are at the disposal of the rural peasants. While the rural peasants are marginalised in terms of traditional mass media exposure since the colonial times to the present they had alternative means of communication. Fredrikse (1982) points out that “the rural people could access information through “group communication, face to face interaction and they got pamphlets, magazines, posters and stickers that were delivered door to door”. Therefore taking into consideration the researcher observed that the urban citizen have knowledge and access to social media while the elderly in Zimbabwe are not familiar with the use of social media. Hence to credit social media as instrument for promoting democracy becomes questionable.

Social media is an alternative means of mass communications that employs new information and communication technologies like mobile phones, ipads and internet to produce, store and distribute multi-media messaging, text messaging and mobile pictures (Mhiripiri and Mutsvairo 2013:415). Social media networking As voted by Mhiripiri and Mutsvairo (2013:427) is usually a form of leisure that sustains interpersonal communication amongst friends, relatives, colleagues or „people pursuing a common interest. In general, sites like facebook are mainly used for friendly chats and renewing social contacts, as the lack of anonymity on such sites and fear of repercussions limit politically-oriented statements which can be traced back to those expressing them (freedom House 2012:8). Hence the researcher articulate that older audiences

are ditful information receivers therefore they want credible source of information and have little or no knowledge on social media therefore it's complex to credit as a instrument for democracy.

From the questioners the respondents highlighted the issue of intimidation by government over social media it also a challenge. According to newsday (2013) former Sunday Mail Edmund Kudzayi was dragged to court over allegations that he was the character behind famous baba jukwa who exposed a lot of corrupt ZANU-PF officials and assassination plots. The famous tajamuka movements led by Pastor Evan Mawarire have also faced treason charges and intimidation in events which unfolded in 2016. Basing from the information above the researcher views that the use of social media has challenges of the government interfering through arrests and detentionsof alleged citizens of protesting or inciting violence.

It goes without that the researcher also got responses from respondents highlighting that social media activism face challenges of being leaderless movements as no rules and regulations governs these sites however this differs with Gladwell (2010) caustically notes that "Facebook activism succeeds not by motivating people to make a real sacrifice but by motivating them to do the things people do when they're not motivated enough to make a real sacrifice because networks don't have a centralized leadership structure and clear lines of authority, they have real difficulty reaching consensus and setting goals. Therefore the researcher can note the difference perspective are contributed by different environmental setting were the respondent judge basing on Zimbabwean context while the scholar based on the Arab spring revolutions.

Parliament as a public institutions lacks efficiency in terms of publication on its way of operation to various stakeholders. Respondents expressed emotions over the Parliament website citing that.....*the have been trying to access information on the update of the institution but to no avail...* The respondents added that the Website seem to be blocked for public view. Therefore, researcher observed that parliament as a public institution should inform general public if they are facing challenges with the operate to avoid misconceptions that parliament is highly secretive. Basing on the above argument, Parliament creating a website was an initiative to support democratic governance hence auto ban of the website has become a challenge.



*403: Access Forbidden
Repeat offender (Autobanned)*

Source on :[www. Parlzim.gov.zw](http://www.Parlzim.gov.zw)

4.3 Chapter summary.

The textual analysis has revealed that social media a young phenomenon in Zimbabwe but its significance is credited by a number of activites . While the empirical data has revealed that the ordinary man in the street also understand social media in promoting democracy. This has shown that social media facilitate democratic governance in Zimbabwe though limitations to its creditability were also witnessed in the research.

CHAPTER 5 CONCLUSION AND RECOMMENDATION

5.1 INTRODUCTION

This chapter shall deliver a comprehensive analysis of research conclusions and recommendations. The chapter shall offer conclusions to the pending research findings and bring about a vibrant understanding on the impact of social media as an instrument for democratic governance. The chapter shall sum up on the evolution, significance and challenges of social media in Zimbabwe. Furthermore the chapter shall offer recommendations so as to flabbergast challenges and provide way forward for decision makers (policy makers). The recommendations shall stand in the gap of the factors militating against the use of social media in promoting democracy in Zimbabwe.

5.2 SUMMARY OF FINDINGS

The evolution of social media in Zimbabwe has no clear traces as various groups of people gave different dates basing on their own knowledge. Respondents from the government officials denoted that social media began in the 1990's through the sharing of emails, videos, texts, pictures and applications. Community members articulated that the evolution of social media is based upon introduction on Facebook and whatsapp as they noted that whatsapp became common in 2010 and Facebook 2013 in Zimbabwe. Other respondents suggested that the evolution of social media was testified in the 1990's but due to economic factors its significance is revealed in the late 2000's. What astonishing is the fact that other respondents suggested that lack of democracy in the country gave the rise of social media as they noted that social media is the voice of the voiceless hence the 2008 election was one of the contributing factors of political discussion on Facebook in Zimbabwe.

Moreover looking at the legal framework governing social media in Zimbabwe the Censorship and Entertainment control amendment Act 22 of 2001 also governs social media in Zimbabwe followed by Access to Information and Protection of Privacy (AIPPA) of 2002, Postal and Telecommunication Regulatory Authority of Zimbabwe (POTRAZ) also take cyber related

national security measures against computer and communication infrastructure network related crimes. The circulation of the Draft Computer and Cyber Crimes Bill has created a mixture of feelings amongst citizens and insults directed to the ministry for attempting to monitor social media. However most respondents have no or little knowledge on the regulatory framework that governs social media in Zimbabwe.

Furthermore the study indicates that the significance of social media in promoting democracy is shown through freedom of expression where citizens share and discuss matters affecting them on online platforms. Another respondent suggested that social media facilitates mediation and representation between citizens and government. This is further supported by Facebook blogs of BaJukwa and #Tajamuka protests as they advocated for accountability and transparency.

It was established in the study that social media facilitates smooth contact of lobbying and advocacy despite of geographic location, time and disability. Example of advocacy is evidenced by Kubatana blog of Facebook, Whatsapp and Twitter. Also respondents articulated social media helping mobilising people who share common grievances as witnessed in 2016 shutdowns.

The study determined that social media has challenges associated with its use that include being prone to misuse and spread of false news. As the platforms are leaderless movements with no rules and regulations governing these social media platforms? The authenticity of social media is debated as a number of allegations and rumours have been circulating on social media. Other users manipulate the platform by pursuing selfish interest. Therefore social media is prone to cyber-crimes and cyber bullying.

The study indicated that the elderly population are not active users of social media due to various factors which included level of illiteracy, economic disadvantage. The rural populace are marginalised in terms of media exposure as compared to urban dwellers. Therefore crediting social media as an instrument for promoting democratic governance is limited by the fact that Zimbabwe's largest population is situated in rural areas and has little or no access to social media so its role is undermined.

Intimidation by government to users or advocates of social media platforms was said to be a challenge in the study. A number of people have been arrested and accused for inciting violence. Hence one views that the good government installs fear in people through intimidation.

5.3 CONCLUSION OF FINDINGS

This section shall provide researcher conclusions on the finding of chapter four. On the evolution of social media a conclusion can be drawn that no clear indication on the evolution has been ratified hence assumptions have been suggested by different respondents. This might be due to the fact that the access to internet was not uniform because of different levels of economic status among citizens.

Secondly the legal regulatory and institutional framework governing social media is sunshade under a number of boards. The boards include the Censorship and Entertainment Control Act 22 of 2001, Access to Information and Protection of Privacy Act of 2003, Postal and Telecommunication Regulatory of Zimbabwe (POTRAZ) OF 2003 and the draft of the Computer and Cyber Crime Bill these Act supplement each other in governing social media.

Furthermore from the above also one can state that there are clash and contradicts evidenced by the Broadcasting Authority of Zimbabwe (BAZ) as well as the Postal and Telecommunications Regulatory Authority of Zimbabwe (POTRAZ). POTRAZ controls and oversees the electronic transmission of data and information and yet the same task is undertaken by BAZ, while the two have different ministers which are Minister of Media, Information and Broadcasting Services and the Minister of Information and Communication Technology given this scenario contradiction and confusion among citizens becomes the order of the day. Therefore an account can be drawn that social media is governed by a number of ACTs which yet another is still a draft waiting to be passed in parliament.

Thirdly, on the significance of social media in promoting democracy in Zimbabwe a number of respondents highlighted several supporting factors which include enabling freedom of expression and speech which encourages free speech without fear of censorship promoting mediation and representation. Also one can conclude that lobbying and advocacy are enabled by social media, issues of transparency are promoted by government officials who are active on social media through interacting with public on issues relating to governance.

The challenges associated with the use of social media which include intimidation by government to advocates has been a highlighted as major threat to social media as these installs fear to people and suppress the rights of people. Also social media is prone to abuse as it is

subject to spread of false information and cyber-crimes therefore its use becomes a challenge in promoting democratic governance.

5.4 RECOMMENDATIONS

In the view of findings of the study, the following recommendations are made:

The Constitution is the supreme law that governs the state and as such it should be upheld and respected by all citizens regardless of their position in society and their political affiliation. The human rights that are instituted within the constitution should be observed. According to the 2013 Constitution these rights include freedom of speech, freedom of expression, freedom of association and freedom of assembly. These rights should be fully exercised without fear of intimidation.

The public can be educated on the use and importance of social media in facilitating democracy. Stiff penalties should be imposed on any and every one found to be involved in cyber-crimes as this disrupts or devalue the use of social media as tool for democratic governance. This results in the actual process being neither free nor fair as this platforms are used to say hateful speeches. Hence social media should be a platform for nation building to all Zimbabwean the governed and government.

In addition poor governance has led to citizen parade their grievances on social media. The economic hardships witnessed in the country have been greatly blamed on the government and a number of factors reveal that Zimbabwe and other African nations for being havens of corruption, nepotism and a reflection of a failed system of corporate governance. For that reason the researcher would recommend that government should put in place effective internal control systems and mechanism. A real crackdown on corruption and fraudulent behavior needs to be employed to discourage this politics of patronage from the top echelons of Government accountability; transparency and efficiency should the order of the day of Zimbabwe governance.

The Government of Zimbabwe should put mechanisms in place to support the sharing of information with the public on social media platforms. It should support these efforts by injecting funding on internet access thus making more Wi-Fi free zone in cities or towns. The

government efforts might be through publicizing information on government websites and portals as well as offices to enable ease of access thereby making the data available for further use by any interested parties whether for academic purposes, policy formulation and implementation and policy revisions. A real crackdown on corruption and fraudulent behaviour needs to be employed to discourage this politics of patronage from the top echelons of Government accountability; transparency and efficiency should be the order of the day of Zimbabwe governance.

5.5 CONCLUSION

In conclusion, the research indicates that social media is a young phenomenon that is unique and still new on the market hence its works have been witnessed in the last decade in Zimbabwe. The evolution of social media has no clear timing in Zimbabwe but the significance is vivid especially in the urban areas however a number of factors delimits its smooth use. Chapter four has done great justice in allowing the researcher to bring to light the evolution and impact of social media. Therefore, it goes without saying that all research questions, objectives have been covered and an effective analysis of the impact of social media as an instrument of promoting democratic governance in Zimbabwe during the period of 2013-2016 has been accounted for.

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APPENDICES

Appendix I QUESTIONNAIRE FOR ORGANISATION

Date

My name is Mahluleli Hlomula I am a fourth year student at Midlands University studying a BSc Honours degree in Politics and Public Management. I'm carrying out my dissertation research focusing on **ANALYSIS OF THE IMPACT OF SOCIAL MEDIA AS AN INSTRUMENT OF PROMOTING DEMOCRATIC GOVERNANCE IN ZIMBABWE**. The questionnaire is designed to collect data on the impact of social media as an instrument of promoting democratic governance in Zimbabwe. I am requesting you to complete the questioner anonymously in the space provided. You may take about 15minutes to complete the questionnaire and assured that the data collect from these questionnaires shall be used in absolute confidence and for academic purposes only. Your effort will be greatly appreciated.

1. Please indicate your age, gender and organisation?

Female	Male	Age	Please indicate the organisation you work for.....

2 Indicate level of education

O Level	<input type="text"/>	A level	<input type="text"/>
Diploma	<input type="text"/>	Degree	<input type="text"/>
Masters	<input type="text"/>		<input type="text"/>
PHD	<input type="text"/>		<input type="text"/>

3. When did social media start in Zimbabwe.....

4. What are legal framework governing social media in Zimbabwe?

.....
.....
.....

5. Does social media promote democratic governance in Zimbabwe?

YES [] NO []

6. Give reason for your answer?

.....
.....
.....

7. Are there any challenges relating to the use of social media as an instrument of democracy?

YES NO

8 Give reasons for you answer?

.....
.....
.....

9. How does Zimbabwe evolve in the internet sphere?

.....

.....

.....

10. What recommendation can be obtained on strengthening social media?

.....

.....

.....

Appendix II: Interview guide organisational members and community members

Good morning/afternoon. My name is Mahluleli Hlomula. I am a fourth year student at Midlands University studying a BSc Honours degree in Politics and Public Management. I'm carrying out my dissertation research focusing on **AN ANALYSIS OF THE IMPACT OF SOCIAL MEDIA AS AN INSTRUMENT OF PROMOTING DEMOCRATIC GOVERNANCE IN ZIMBABWE**. I'm kindly request you to respond anonymously interview questions. Be assured that the data collected from the interview shall be used in absolute confidence and for academic purpose only. Your effort will be greatly appreciated.

- 1. When did social media start in Zimbabwe?**
- 2. What are the legal frameworks governing social media in Zimbabwe?**
- 3. Do social media promote democratic governance in Zimbabwe?**
- 4. Are there any challenges relating to the use of social media as an instrument of democracy**
- 5. How does Zimbabwe evolve in the internet sphere?**
- 6. What recommendation can be obtained in strengthening social media?**

APPENDIX III: Research Participant Consent Form



Private Bag: 9055, Gweru, Zimbabwe

Telephone: +263 8677000234

Fax: +263 54 260233

E-mail: infoandpr@msu.ac.zw

Letter of consent:

CONSENT BY RESEARCH PARTICIPANT

Ihave had the opportunity to answer any questions relating to the research study on the impact of social media as an instrument of promoting democratic governance in Zimbabwe during the period 2013-2016. I have received satisfactory answers to my questions, and any additional details I wanted.

I agree to take part in this research, which is a Dissertation for BSc Honours in Politics and Public Management. I understand that my participation in this study is voluntary. I am free not to participate and have the right to withdraw from the study at any time, without having to explain myself. I am aware that this interview might result in research which may be published, but my name may not be published or used. I may also refuse to answer any questions that I do not want to answer.

I am aware that I can contact the researcher, Mahluleli Hlomula(+263 733572810), or his supervisor Mr. Chilunjika (+263 774 146 936) should I have any queries regarding this research.

Date

Participant Name:

Participant Signature.....

Interviewer name:

Interviewer Signature: