



# International Symposium on Social Media 2019

Theme: "Social Media Consumption: Trends and Practices"

## SYMPOSIUM PROGRAM

September 11 – 12, 2019

United States International University (USIU-Africa)  
Nairobi



## Day 1 | Wednesday, September 11, 2019

SESSION 1: OFFICIAL OPENING CEREMONY - AUDITORIUM		
8.00 AM	<b>Arrival of Guests and Registration</b>	
<p align="center"><b>Master of Ceremonies: DR. PATRICK K. WAMUYU</b>  <i>Associate Professor of Information Systems, School of Science &amp; Technology, USIU-Africa</i></p>		
9.00 AM	<p><b>Welcoming Remarks:</b></p> <ul style="list-style-type: none"> <li><b>PROF. PAUL T. ZELEZA</b>, <i>Vice Chancellor, USIU-Africa</i></li> <li><b>EMILY FERTIK</b>, <i>Counselor for Public Affairs, U. S. Embassy, Nairobi</i></li> </ul>	
10.00 AM	<p><b>Keynote Address: PROF. MARTIN EMMER</b>  <i>Institute for Media and Communication Studies, Freie Universität, Berlin</i></p>	
10.30 AM	VIP Photo Session (Venue: Outside Library) Tea break and Networking	
SESSION 2: PLENARY SESSION – AUDITORIUM		
11.00 AM	<b>Digital Activism: from social media to policy - SHITEMI KHAMADI</b>	
11.30 AM	<p><b>Panel Discussion I:</b>  <b>Moderator: DR. GEOFFREY SERENDE SIKOLIA</b>,  <i>Assistant Professor of Mass Communication, School of Communication, Cinematic &amp; Creative Arts, USIU-Africa</i>  <b>Subject: Social Media and Governance</b>  <b>Panelists:</b></p> <ul style="list-style-type: none"> <li>IVY MUNGAI - <i>Zetech University</i></li> <li>DENNIS ITUMBI - <i>State House Digital Strategist</i></li> <li>ROBERT ALAI - <i>Blogger</i></li> <li>JULIET KANJUKIA - <i>Kali Ad House</i></li> </ul>	
<b>Question &amp; Answer Session</b>		
1.00PM	Speaker's Photo Session Networking and Lunch	
SESSION 3: PAPER PRESENTATION - AUDITORIUM		
<b>Sub Theme I: Behavioral Approaches to Social Media</b> <b>SESSION CHAIR: DR. LEAH MUTANU</b>		
Time	Paper Title	Presenter
2.00 PM	Youths in Nairobi and meaning attached on <i>emojis</i> used on WhatsApp	<b>Keziah Githinji</b> <b>Christabel Telewa</b>
2.25PM	Effectiveness of technology in curbing terrorism	<b>Nasha Learamo</b> <b>Doreen Omitto</b> <b>Weldon Ng'eno Kwa</b>

2.55 PM	Consequences of online gamblers' addiction on gamblers' family	<b>David Lomoywara</b>
3.25 PM	Identifying opinion leaders in an online travel community	<b>Nyabisi Mengo</b> <b>Mary Mutisya</b> <b>Esther Munyiri</b>
3.50 PM	<b>Question &amp; Answer Session</b>	
4.15PM	<b>Guest leave at their leisure</b>	

## Day 2 | Thursday, September 12, 2019

SESSION 1: PLENARY SESSION - AUDITORIUM		
8.00 AM	<b>Arrival of Guests and Registration</b>	
<b>Master of Ceremonies: DR. KIOKO IRERI</b> <i>Associate Professor of Journalism and Mass Communication,  School of Communication, Cinematic &amp; Creative Arts, USIU-Africa</i>		
9.00 AM	<b>Welcoming Remarks:</b> <ul style="list-style-type: none"> <li><b>PROF. AMOS NJUGUNA</b> <i>Professor of Finance &amp; Dean, School of Graduate Studies, Research &amp; Extension, USIU-Africa</i></li> </ul>	
9.15 AM	<b>KEYNOTE ADDRESS: MR. PHILIP OGOLA</b> , Digital Humanitarian	
SESSION 2: PAPER PRESENTATION - AUDITORIUM		
<b>Sub Theme I: Behavioral Approaches to Social Media</b> <b>SESSION CHAIR: DR. JAMES NGARI</b>		
Time	Paper Title	Presenter
9.45 AM	Saving Journalism: how media houses in Uganda pushed back against Facebook algorithm changes	<b>Alex Taremwa</b>
10.10 AM	Redefining the primacy of old media in the age of social media	<b>Protus Murunga</b> <b>Dr. Rachael Diang'a</b>
10.35 AM	<b>Question &amp; Answer Session</b>	
<b>10.45 AM</b>	<b>Tea break and networking</b>	
SESSION 3: PLENARY SESSION - AUDITORIUM		
11.00 AM	<b>Special Remarks:</b> <b>Guest Speaker: LUCY WAMUYU</b> – <i>Digital Strategist, Standard Media Group</i>	
11.15 AM	<b>Panel Discussion II:</b> <b>Moderator: MARTIN MULI</b> , <i>CEO - Eyeballs Africa Ltd</i>	

	<b>Subject: Social Media versus Mainstream Media</b>	
	<b>Panelists:</b> LUCY WAMUYU - <i>Standard Media Group</i> CHERRYL ONGURU - <i>Safaricom Plc</i> NOELLA MUSUNDI - <i>Namu Communications Ltd</i> ALEX TAREMWA - <i>Matooke Republic, Uganda</i>	
12.30 PM	<b>Question &amp; Answer Session</b>	
<b>SESSION 4:</b>		
<b>SUB THEME 2: COMPUTATIONAL APPROACHES TO SOCIAL MEDIA RESEARCH - AUDITORIUM</b>		
12.40 PM	<b>Demos on Social Media Data Mining and Analytics</b>	
	<ul style="list-style-type: none"> <li>• FRECIA MBUGUA – <i>Digital Manager, Cheil Kenya</i></li> <li>• BRUNO M. LOCHEMEM - <i>Software-as-a-Service</i></li> </ul>	
1.00 PM	<b>Speaker's Photo Session (Outside Library)</b> <b>Networking and Lunch</b>	
<b>SESSION 5: PAPER PRESENTATION - AUDITORIUM</b>		
<b>Sub Theme 2: Behavioral Approaches to Social Media</b>		
<b>SESSION CHAIR: DR. JOSEPH NYANOTI</b>		
Time	Paper Title	Presenter
2.00 PM	Methods of data collection for the study of online public communication: a literature analysis	<b>Prof. Martin Emmer</b> <b>Christian Strippel</b>
2.20 PM	The psychosocial effects of mobile phone usage among the youth: the case of a selected Christian university	<b>Dr. Stephen Ndegwa</b> <b>Dr. Peterson Mwangi</b>
2.40 PM	The role of social media reviews in building trust in e-commerce: a case of Kenya	<b>Elvis Jonyo</b>
3.00 PM	Customer profiling from social media engagement using Latent Dirichlet Algorithm and sentiment analysis approach	<b>Japheth Mursi</b> <b>Dr. Patrick Wamuyu</b>
3.20 PM	A uses and gratifications approach to the use of Facebook among undergraduate students in Kenya	<b>Jimmy Ochieng</b> <b>Kevin Mudavadi</b> <b>Prottus Murunga</b> <b>Dr. Kioko Ileri</b>
3.40 PM	<b>Question &amp; Answer Session</b>	
4.00 PM	<b>Closing Remarks:</b>	
	<ul style="list-style-type: none"> <li>• USIU-Africa Representative</li> <li>• U. S. Embassy Representative</li> </ul>	
4.15 PM	<b>Guests leave at their leisure</b>	

