

RIA Beyond Access Focus Group Research

Kenya Report

By

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1.0 Background to the Research

Research ICT Africa commissioned this research. The research which was conducted through focus group discussions sought to understand why people use the Internet the way they do. The research sought to explain what the barriers to Internet use are. Specifically, the objective of the focus groups was to obtain qualitative information about the various strategies that people use to access and use data for different purposes. Specifically, we sought to understand the following three issues:

- What are the reasons for peoples' usage of their top 5 sites.
- Are people interested in using the Internet beyond the top 10 services?
- For new Internet users (i.e. users who have used the Internet for less than 3 months), to what degree did free or discounted access to the Internet affect their coming on line?

1.1 Overview of Internet Supply in Kenya

People accessing the Internet in Kenya has in the last couple of years increased due to a combination of factors. According to communications sector report for the period April and 30th June 2016 by The Communications Authority of Kenya (CA) the growth of Internet users stood at 37.7 million people.

There are four mobile operators in the Kenyan mobile market, composed of three MNOs (Safaricom, Airtel and Orange), and one mobile virtual network operator (MVNO). Safaricom commands about 60% of the data market share, followed by Airtel with about 20%, then Orange with about 15% while Equitel has about 5%. The four provide Internet services targeting individuals and business operations. All the providers have 4G Internet connections on mobile but not in all parts of the country.

Other major Internet service providers are Zuku, associated with Wananchi online which provides both TV and Internet services to homes and businesses and Faiba Internet associated with Jamii Telcom which mainly concentrates on providing Internet to businesses as opposed to homes. In relation to Free WI-FI/Hotspots, Liquid Telcom launched a project to provide free Internet to the public. The free Wi-Fi connection gives users open access to the Internet. The duration of usage is varied ranging from a minimum of 15 minutes of free use to unlimited free use. All of the Wi-Fi hotspots are free to consumers, but some of them are paid for by the shopping mall, bank, or the coffee shop offering the services.

2.0 Methodology

2.1 Research Areas and Demographic Information

The research was conducted in four geographical locations namely Kibra, Machakos, Kikuyu town and Nachu which is in the rural parts of Kikuyu as detailed below. In each area, the participants were selected taking into account Age, gender and education level. Kibra is based in Nairobi hence participants were urban but from low and medium income households. Machakos and Kikuyu are semi-urban localities. Under the new demarcations and devolved government, Machakos is one of the cities within the 47 county governments. In these two localities, some of the participants came from the rural parts of the locality while the others are based in towns. Nachu is in rural Kikuyu constituents, which is under Kiambu County. The participants in the two FGDs were all rural. While selecting these places, we took into account issues of diversity and income generating activities around the areas that would necessitate the use of Internet. The locations are in three different counties.

The Geographical locations and brief demographic information of the participants for each FGD is given below

2.1.1 Urban Geographical location

Kibra Constituency is an electoral constituency in **Nairobi County**, Kenya. It is located to the southwest of the City of Nairobi, and includes Kibera slum and adjoining estates. Kibera is one of the most populated informal settlement in Kenya. The 2009 Kenya Population and Housing Census reports Kibera population as 170,070. The entire constituency is located within Nairobi County, and has an area of 12.1 km². It was part of Langata Constituency until the Kenyan general election of 2013, when it was hived off by the Independent Electoral and Boundaries Commission.

Three Focus Group Discussions (FGDs) were conducted in October 2016 at the Kibra CDF Offices. The first FGD consisted of participants that have used the Internet for over 1 year. The FGD started with a brief introduction of what the research was about. The FGD had 9 participants, 6 men and 3 women. The age of the participants ranged between 18 years and 40 years. The participants were in different occupations such as a teacher, accountant, security and in business. The FGD also had students from various colleges. All the participants were Internet users with experience ranging from 1 year to 15 years.

The second FGD consisted of participants drawn from the students, unemployed people and small traders. There were 4 men and 6 women aged between 19 and 52. 3 had finished their fourth year in high school while the rest were semi-literate. The participants in this group were not users of the Internet apart from three participants who had used very briefly.

The third FGD had participants who had just finished high school in the past 3 years or were in business or employed. There were 5 men and 5 women aged between 19 and 47. All of them were Internet users. This FGD initial target was those who had used the Internet for less than 3 months. However the participants did not give factual information at the recruitment stage and effort to recruit those who had only used for 3 month were not successful. Regardless, the participants gave valuable information.

2.1.2 Semi Urban Geographical location

Machakos County is a county of Kenya. Its capital is Machakos, its largest town, the country's first administrative headquarters. The county has a population of 1,098,584.

Three Focus Group Discussions (FGDs) were conducted in November 2016 at the Machakos Youth Center.

The participants of the first FGD was a mix of 5 men and 4 women with age ranging between 27 to 58 years. Their main occupation includes small business entrepreneurs, support staff in different institutions, freelance drivers and an actor. None of the participant had any college training. All the participants in this group use Safaricom as the service provider and do not use Internet.

The second FGD was made up of only male participant who were Internet users. The participants consisted of 11 men; self-employed individuals, coaches, farmers and one mid level staff in sales. The businessmen and those self-employed were in film production, transportation, IT, interior design and sports coaching. They had either finished form 4 or were college graduates. They had used the Internet for between 3 and 10 years. Their age ranged between 19 and 46 years. This group had participants using both Airtel and Safaricom depending on the task at hand. They had good understanding of the Zero rated services and two of the participants made extensive use of the services.

The third FGD was made of only female participants who were Internet users. Their age ranged between 18 and 40 years with Internet experience of between 1 and 15 years with eight of them having used for over 5 years. The participants consisted of 10 women who were mainly office workers (secretaries, clerical staff and administrators) and two who had just finished school and were doing short courses. Worth noting is that all the 10 participants were using Safaricom exclusively apart from two participants who had an Orange and Airtel line too but mainly used Safaricom. One was making use of the zero rate services by Airtel.

2.1.3 Semi Urban and Rural Geographical Location

Kikuyu Constituency is an electoral constituency in Kenya. It is one of eleven constituencies in **Kiambu County**. The constituency was established for the 1963 elections. From 1988 elections to 2002 elections it was known as Kabete Constituency. With the new demarcation of constituencies by the Independent Electoral and Boundaries Commission (IEBC), the constituency was split into two and now we have

Kikuyu Constituency and Kabete Constituency. The region has a mixture of semi-urban and rural lifestyle which makes it possible for people to access food easily from surrounding farmers as well as access other social amenities with ease.

Four FGDs were conducted in Kiambu County. Two in Kikuyu town and two in rural Kikuyu in a place called Nachu ward, about 20 KMs from Kikuyu town.

The first FGD in Kikuyu town consisted of 10 women who were in different types of businesses, farming baking and housewives. Their age ranged between 28 and 70 years. They had Internet experience of between one month and five years. All the participants used Safaricom as their primary line but some had Airtel or orange as backup. Two of the participants in the group were not using the Internet despite indicating they were using during recruitment. The use of Internet to read the bible came out very strongly in this FGD.

The second FGD in Kikuyu town consisted of 10 men who were in different professions including teachers, a preacher, plumber and professional staff. Their age ranged between 22 and 50 years. The group had participants who had schooled up to form four while others had college certifications.

In the rural parts of Kikuyu, Nachu ward two focus group discussions were conducted. The first FGD started with six female who have never used the Internet. The age ranged between 21 and 75 years. The participants included farmers, a hawker, a teacher, drivers and a housewife. Most of the participants had very basic education.

The second FGD in Nachu consisted of a mix of Men and Women who have used the Internet. Their age ranged between 22 and 44 years. One participant did not have any formal education while three had gone to college. The participants included 'boda boda' operators, public transport driver, a caterer and a farmer.

Table 1 shows the areas where the Focus Group Discussions were held.

Table 1: Focus Groups Locations

	Used Internet?	Location	Gender	Urban/rural
1	Used Internet	Kibra, Nairobi County	Mixed	Urban
2	Not used Internet	Kibra, Nairobi County	Mixed	Urban
3	Used Internet	Kibra, Nairobi County	Mixed	Urban
4	Used Internet	Nachu ward, Kiambu County	Mixed	Rural
5	Not used Internet	Nachu ward, Kiambu County	Women/Mixed	Rural
6	Not used Internet	Machakos Town, Machakos County	Mixed	Semi Urban
7	Used Internet	Machakos Town, Machakos County	Women	Semi Urban
8	Used Internet	Machakos Town, Machakos County	Men	Semi Urban
9	Used Internet	Kikuyu Town, Kiambu County	Women	Semi Urban
10	Used Internet	Kikuyu Town, Kiambu County	Men	Semi Urban

2.2 Research Process

The first FGDs were conducted on 12th October while the last was held fieldwork was on 9th of November. Each of the location selected had its unique challenges in relation to the selection. One common thing in all the places was the fact that most participants did not give the correct information at the pre-selection stage hence we sometimes had to turn down some of the selected participants ending up with 9 participants in some instances. It was also a challenge to strictly ensure 5 men and 5 women in the mixed FGDs because of the changes made the last minute and some recruited participants did not turn up as expected while others came in too late into the FGD to have them participate. Punctuality was an issue in the FGD conducted in the rural location. There was a large break in between because we noted the need to recruit participants much in advance hence spent more time planning. Also the research money did not arrive until end of October. In each location, one field research assistant was recruited who was our contact person. The person had to be working in a public office with people of different professions, education levels and ages. The person worked with one more local person who assisted in recruiting the various categories of people we needed to participate in the FGDs.

A total of 10 FGDs were conducted. There was a challenge in recruiting participants who had used the Internet for less than three months. We noted that those who informed us that they had used for less than 3 months had either used it for more than that period or had never used at all. We ensured that in the rural area we spoke to those who have used the Internet and those who have not used. If we discussed with those who have used we ensured we have spoken to those who have not used in the same locality. Likewise where we divided based on gender, we ensured we spoke to both gender safe for the rural, in Nachu where we had an interesting mix of women that we decided to have a small session with, before asking the men to join us. It was a challenge to recruit 10 women and 10 men willing participants who were not using the Internet in this rural part. 20 minutes into the discussions we asked the 4 men who had again not used the Internet to join the group. The discussions held in vernacular were very interesting.

It was an interesting fieldwork with varied viewpoints based mainly on locality and age differences. What I liked about the FGDs is the open discussion from the various perspectives.

In each place, we used the constituency development office run by the area Member of Parliament to assist in recruiting the participants. We worked with two officers from the constituency office, one as our main contact and the other as the assistant. In so doing they recruited participants from the various parts of the constituency to ensure representation since they viewed the research as a training/informing opportunity. We

also hired the venues from them and a community hall for the rural FGDs.

2.3 Data Coding and Analysis

General codes and thematic areas were generated from the research findings. More codes emerged as specific FGDS were analysed from the different perspectives.

3.0 Research Findings

In this section, research findings are discussed in each of the four geographical locations.

3.1 Kibra FGDs-Urban

3.1.1 Factors determining Internet use

3.1.1.1 Motivations for Internet Use

Peer pressure is a main motivation for Internet use and dictated the content accessed. “...Because I saw older people using. Then I spoke to my parents who started buying for me the small phones a “kaduda¹”. I later upgraded after resources ceased being a challenge.

The kind of work the person did was also a motivation “...due to the academic writing work I do, I have to be online all the time. At anytime I can be called to revise work, and when that happens I immediately get online and do the work.

Betting was also cited as a motivator and influencer. “...you have to get online daily to analyse games. We are now approaching the weekend so we start the analysis today. You know you cannot analyse without going online. You go online and see the current form, previous form”.

Another motivation for Internet use was to get advice on various social matters. Participants accessed content from social sites such as Kilimani mums <https://www.facebook.com/kilimanimumspage> and Kisumu dads’ <https://www.facebook.com/groups/kisumudasmaket/> where listers post issues affecting them and family for advice from the other listers. In these forums, people are using the Internet to advise other people on social issues afflicting them and their families.

3.1.1.2 Knowledge and Awareness of Internet

The participants were aware of the major social media websites like Facebook, WhatsApp and Twitter. A number had heard and used the Google search engine. Participants had limited knowledge of the benefits of Internet social economic development and were not fully aware of the range of services the websites or Apps offered. They focused more on social media.

3.1.2 Main Uses of Internet

The participants used the Internet for social and work purposes. They also used it for research in schoolwork and to improve their skills i.e. learn about new trends.

Most of the participants accessed Social networks like Facebook, Twitter and Apps like WhatsApp, and the search engines Google. They also visited Youtube and smaller websites that met their specific needs e.g music - mdundo.com, learning - alison.com, gambling - SportPesa.com, to study – somakenya.co.ke, news - tuko.co.ke and bbc.

¹Basic feature phone

The participants use the Internet in varied ways. The main uses given by the participants from Kibra which is an urban low income location were accessing and advertising Jobs. Kibera CDF office runs an initiative called jobs where available jobs are posted everyday. The also fundraise through the Internet and disseminate political information. Other uses include online marketing, communication, social media, chat, downloading music and videos. Below quotes shows specific uses of the Internet;

- A participant from Kibra had this to say “My dad is a tailor at Kenyatta Market so he uses it for marketing and selling through WhatsApp and emails. So if a customer enquires ‘which kind of materials do you have?’ we just take a picture and then send it via WhatsApp. And may be after that I can send information through email. Like a quote. To get this kind you can do this... but nowadays we use WhatsApp more”
- I use Internet for research. I can do my work online, I can do research in addition to what my teachers will give me in class.
- I use it for linkages with other people outside campus and overseas. I have friends outside the country and across the world through the use of Internet. Again to add on that, I have been searching for jobs through the OLX. Whereby I write my details on OLX and post my CV. Somebody comes across the CV and he is free to call me for an Interview. I has been called for Interviews many times through the OLX sites.

3.1.3 Factors Influencing Choice of Service Provider

Participants use Safaricom, Airtel and Orange for making calls and accessing the Internet. Most of the participants had a Safaricom line for other reasons other than for the purposes of accessing Internet. However those who used Safaricom to access the Internet were in consensus that the quality of Safaricom Internet was higher than that of Airtel and Orange though more expensive. In a number of cases they preferred to use Airtel despite the slow Internet because of zero-rated services and bonuses that Airtel offers. Participants discovered new products through friends, adverts on Facebook, social media and television stations, and service providers send messages announcing a new product.

Several factors that influence participants’ choice of service provider were given. Cost, reliability and quality of service were stated as main influencers. A participant from Kibra indicated that he uses Airtel, because of the ‘unliminet’ bundles that makes it cheap. Another participant said that Safaricom was mostly for making calls then he uses Orange for Internet because the speed is better. He said that he spend Ksh. 50 and does what he needs to do including going to YouTube and its connectivity is superior. Another participant indicated that she uses Airtel because it is cheaper that Safaricom. She also finds Internet for equitel to be very good while another said that he has only used Safaricom and never tried the rest of the service providers because he finds it convenient. Following are some of the quotes from the FGDs ;

- I use Airtel. For Safaricom, if I purchase 20MBs it will last for one hour but for Airtel if I purchase 20MBs, if you purchase in the morning it is there until the next day in the morning—It is so much fun you enjoy. When we are talking of Airtel, the 20Mbs

“unliminet” --- that is the way they call it, but still you use it in terms of hours not the 20 MBs You can access Facebook for free.

- I normally use three service providers. Safaricom for social media ie Facebook. Yu I use it for social media too like WhatsApp. Then I have an orange modem for work and data mainly.
- Then the other thing about Airtel, there is this subscription. Another form of promotion. For example if you put Ksh. 20, you are given 10 minutes for calls from Airtel to all other lines, then you are given 10MB of data, and other things... when you add all those, you realize compared to the airtime you put for Ksh. 20, it adds value compared to the other operators.
- I share his sentiments. On the Facebook *bila* net (Facebook without net) they have really improved. When you scroll, you find videos, videos, videos. Then they start playing and you can download. You are able to see what is trending. Then as he has said when you top-up you are given free talk time or you are given free bundles. So when I get such an opportunity I jump at it, I top up my phone and I have enough Internet or bundles. Mostly my site of interest is usually You tube.“
- For me the thing I prefer with Safaricom, it is convenient. Then when you get to the Internet, it is not those things of you are fighting with them all the time. If you put your Airtime, you are set. Then the data issues, it is flexible according to me. When you put data you are set to go. All is straightforward. But in terms of cheapness, Safaricom is expensive.
- I think the other thing that will make people complain that Safaricom is expensive but at the same time use Safaricom, like in her case she said she has a phone that only take one line. She would wish to use the other line, but it is hectic to keep changing. But the reality is that Safaricom consumes the bundles a lot. But also we can say that their Internet is first compared to the others that are slow. But you would rather be patient and use the one that is slow –it will load later on and will not take too much of your bundles.
- The other thing is that you find that Safaricom has been there for long and its presence is even in the villages. Being one of the first service providers, people know about it and it has stuck. It is dominant. Storo bonus influences too.
- I think most people use Safaricom because Safaricom has many followers and when you call someone on a different network and has to return your call (if you have a line like Airtel), They will complain that he is using a lot of his money to call you (it is expensive).
- The other thing is that if you have Airtel you can send free sms to Safaricom, but you cannot send free sms from Safaricom to Airtel. So it becomes expensive for Safaricom to communicate with you when you are using other service providers.
- Security of line is key hence people have maintained their Safaricom numbers. In terms of security of lines, they do not give out your line very fast even if you do not use it for six or even eight months. I had a line for Zain (Airtel) which I did not use for a few months, when I wanted to use it again, I discovered that somebody was already using it. You find also you have been sold for another persons line.

- Safaricom and orange have good quality of service because they started using fibre and it was fast. Airtel, this is the time they are improving their highway of fibre.
- Currently I am a student third year in university. I am taking sales and marketing. I use Orange on the laptop. They have offers. For example there is daily unlimited which you buy for 50 bob and use for 24hrs. Its unlimited and you can do anything – download movies, go to YouTube. But for normal use on phone I use Safaricom but on the laptop I use Orange, because it is cheaper compared to Safaricom.
- I have been using the Internet for over 3 years. I use both Safaricom and Airtel but mostly Airtel because their bundle consumption is not high unlike Safaricom. I like using Youtube because I like taking cake making classes. I also do a lot of social media. Face book and WhatsApp. We have a whatsapp informal groups we use to create awareness against fighting a particular disease or campaigning.

To the question as to whether participants find themselves in a situation where they have a phone and use Safaricom to make calls only and Airtel to send SMSes and surf, A participant from Kibra indicated that If one have a twin phone, then that determines how they make calls and use the Internet, the difficult situation being when one has a phone with single Sim. “Like for me now that I have a twin, if I want to chat with someone I will put on the Airtel line, Internet and I communicate. But as you have said, if you are on Airtel, it is easy for you to communicate with someone on Safaricom, but the other person will find it very hard to communicate with you. So that forces you to stick with Safaricom.”

3.1.3.1 Convenience, efficiency and effectiveness

Participants indicated that to them convenience in terms of being able to do the work they plan to do on Internet is very important to them when it comes to using the Internet as opposed to convenience in relation to cost. “It is the work am doing. I do not look at the money or the bundles being consumed. It is how convenient the net is to the work am doing” Another participant said “like Safaricom, there is this thing they have brought called “Okoa Jahazi” (save the Ark). There is a time you can use “Okoa Jahazi” of Ksh. 200 and within 10 minutes you have nothing. And maybe you are not halfway what you wanted to do. And for you to continue, you must pay that bill then borrow again.”

3.1.4 Public Internet and Free Wi-Fi

There were interesting episodes of participants using friends’ Wi-Fi connections and on occasion they used public data in restaurants and other facilities. They were aware of where to access public data, around town. As a strategy to bring in clients there are café places and restaurants that normally have free Internet that is normally very fast. This places includes Java, arte café’s, restaurants such as the Weston Hotel and ‘Nyama choma’ joints such as Bavaria Gardens. This places caters for people of different occupations and age. The youth also access Internet at the lhubs and other youth centres where they have access to Internet. “You find that they are always full because their target clientele are the young people. So you

find, if you want to talk of a youth friendly area, put Internet, the youth will come.” a participant said.

In Kibra, listed places that the participants accessed free Internet from are Chemi chemi, Truthco, *poa* Internet, Makina and 42. A participant indicated that over the weekend, there is normally a long queue in these places where there is free Internet and the Internet is normally slow compared to weekdays.

There are Matatus too with free Wi-Fi that people strategically wait for to board. “You always want to board them. There are some specific ones that I have noted that the Wi-Fi is always there”. A participant said. They however said that there were challenges with the Internet in this Matatus since sometimes the phone is not fully charged and one wants to save the charge for other things, some Wi-Fi are not active and others take too long to login. A participant indicated that she can wait for the specific Matatus at the bus stop even for over 30 minutes since she knows she will access free Internet on board. A participant who is a student at Moi University had the following to say. “Those buses have a lot of influence. As a student there are campus service buses with Internet that we subscribe to at the beginning of the semester and you get a card. You pay Ksh. 300 and you will be getting out of the hostel get the bus there and you are dropped near the lecture hall. When we finish our classes we use the buses. Because you have your card, you do everything there. That is where we analyse the games and you just move round in the buses because you have the card. So the buses influence a lot.”

Another said that she strategically ensures she is near friends who have bundles most of whom they have had their phones connected once for automatic connections thereafter. They use their bundles without their knowledge. “There are some phones, especially Samsung phones, they have the hotspot facility. You create it then you switch off your data and connect to their phone, then you just use their bundles. ... Anytime we meet I will always be using your bundles”

3.1.4.1 Use of Cyber

Key mode of access to Internet for this group was through their mobile phones with their service providers being Safaricom, Orange and Airtel. Some accessed public Wi-Fi through restaurants libraries and learning institutions. Less than five of the participants visited cyber cafes.

3.1.5 Zero-rated Services and products

When participants were asked if they have heard of zero rating or free basics such as Facebook light, a participant was quick to note that light is not free. “Light is charged though. But there is Facebook ‘bila net’. When you have bought your bundles you are given extra bundles so you can access Facebook pages”

Participants who used other service providers other than Safaricom accessed the zero rated services. According to the participants, Airtel had the most special offers and zero-rated services followed by orange. Those who were exclusively using Safaricom, had not enjoyed zero rated services while those on Airtel and Orange liked that they got extra

bundles or that with a package they were able to get bundles along side airtime and SMS. Following are the other responses:

- I think I have heard about it, its an App but I have never trusted it because I do not believe in free things
- I think I am green on that. Is it the same as the one for Airtel when I buy bundles and exhaust I can access Facebook, WhatsApp free? Yes I use it because it is cheap. When I engage with the young people, when I buy Safaricom it does not even last for a day. It is expensive. There is a barber friend of mine who told me there is a good deal. Go buy credit for 50 and he showed me don't buy direct go to the "unliminet" of Ksh. 50 per week. I put it on Sunday and it ended on Sunday. So I said to myself, why have I been wasting my money with Safaricom and yet there is this product?"

On whether participants think that free Internet influences the way people use the Internet, following were the responses;

- It does. When someone wants to buy bundles, with "unliminet" it is now like free. You buy for 20bob you get for 24hrs so you will always want to buy it because you want to be updated. So you buy it so you can view all the sites because at the end of the day, as much as you have exhausted you are still online. So it is addictive
- I oppose it. To give a different perspective, when things are free people tend to do negative things.
- I think that depends on the environment you are in and the kind of person you are.
- It really does not depend on the environment. For example if there is something free given here, the drama that will ensue! So with free stuff you will encourage negative behavior.
- True and I get his argument because if it is free even the people who spread those things, because it is free they will spread them to more people. Then the moment you have all this temptations you find yourself doing that. But I also understand your point that it depends on the kind of person you are. Because you could have a clear mind and anything that looks suspicious I do not open. But that also comes with your experience with the Internet and your knowledge. Because sometimes before you realize it, you have already messed yourself up.

3.1.6 Perceived Benefits and Challenges of Free Internet

A participant from Kibra had the following to say. "I think free Internet is good. It will help us as a country achieve vision 2030. You find that nowadays people are becoming digitalised. You cannot remain third world and with free Internet we can get information from different parts of the country. ... Always texting, always chatting, knowing what is going on in the world, which events are coming forth, communication, jobs, scholarships, schools, Yeah! "

Another participant said "Okay On the issue of free Internet, if it is genuinely free without the issue of viruses like he said, then I would really rash to access it. I said I do academic writing

and that is like a business where I am using bundles as the input and the output is what I will earn. So with free Internet the input will be zero and output will be maximum.”

Participants had the following to say about Free Internet

- I think free Internet will be a revolution. Because it is going to turn our community. Because if we have free Internet here in Kibra, am seeing a scenario whereby everybody, using smartphones they are able to know what is happening in every corner. On issues to do with jobs, like for instance if you have WhatsApp you are using Internet isn't it. If you are in Kibra Siasa for example you will know there is fire in *line saba*, you'll know there is a riot in 42, you will know what is happening every time. The issue of intelligence will be increased. The issue of community communication, you finding the past - there is a sewage problem in, for example, Silanga. The MP is not aware. But nowadays you just take a photo and ask 'where is the MP?. So you find it is giving you information in every quarter. The other thing is the issue of course empowerment. She talked about jobs. Like for instance yesterday, there is a friend who posted that she needs very many people to work for Airtel from next week. It is posted there. So for young people who are using smartphone they will be able to take up that opportunity even if they do not have Internet.
- The other thing is the issue of relationships. We'll be able to enhance networking and collaboration using technology. Because I know after this, these people would like to know what do you do. What is bringing us here? The issue of Internet connectivity. This will increase disposable income at household level. You find in a household of 5 people if they are using credit of 100 each. So in that one household they spend may be like 1000 bob or 600 thereabouts. A cost that they have never calculated. In a scenario that community is a Wi-Fi zone much money can be saved within that community and specific household. With free Internet it will be a revolution. Now we can start talking about this house each person has been using 50 bob so everyone should contribute the 50 bob for a given project. So in a year, if it's land they want they will be able to buy the land.
- I think mostly the youth are the one who are discouraged from using the Internet. The Internet was made to make the world a small village so that you can communicate. The purpose of face book was that you communicate with people from other countries. But recently you can see when you are in the Facebook site, the pictures that people are posting it is the one that is raising the issue of sexual immorality among the youth. People are using the Internet for wrong purpose. Internet is supposed to share knowledge. Nowadays if one gets his phone where he wants to go is the sex sites. Sites that have negative videos.
- For me I think that free Internet is a good thing because it helps save on the cash. Also you are able to do more things than the ones you have bundles for.
- I think free Internet is a good thing because if you look at things like WhatsApp it has grown very fast compared to SMS. You can WhatsApp a picture or video to someone who is in the USA and they get it promptly. It is making communication to be perfect.

- It has an advantage because when you do not have cash, you can still use the Internet which is good. The disadvantage is now those who are misusing it. If they were using their money, then they will not access bad sites.

Some participants were skeptical about free Internet. They feared using it in case there were virus in it. Others saw it as a security risk “With free Internet, say I have gone to town. Then I realise there is free Internet I will be chatting like I am used to. Someone can come and snatch my phone! You see I will have gone at a loss? ”

On whether it restricts users to only some parts of the Internet, participants had the following to say; “It restricts people to Facebook especially through promotions such as *Facebook bila net* because it is free and they never get to visit other sites. There are people who will never know that the Internet is bigger than the social media because they only use what is free”.

3.1.7 Most visited sites

The websites visited are wide and varied. In order of priority social sites like WhatsApp, Facebook, followed by Google. Other sites visited include Instagram, local gossips sites, LinkedIn for business networking and Nation.co.ke, for news, Truecaller to check who was calling them and *Tubidi* for music downloads. A participant had the following to say; “As a photographer I look at National Geographic website. Then I also look at the photos of the day of president Obama to get some of the tips that those guys use as photographers. ... how can I be more creative as a photographer?” Another stated “Me as a student I use Google to do research. When we are given assignments in class I get information on the assignment we are given. I also do online Academic writing. So I get into wildcat for referencing. When I am bored I go to YouTube, Webtrick and such websites”

The list below shows some selected sites in order of priority;

- Facebook, Twitter and sometimes IMO, Badoo (dating site)
- Twitter, WhatsApp, Facebook and www.wikimzea.com
- WhatsApp, Facebook then YouTube, messenger calling
- Facebook, WhatsApp and Youtube
- YouTube, Facebook, WhatsApp and other things.
- WhatsApp and Tutor
- YouTube, WhatsApp, Facebook, Twitter and Google.
- Facebook WhatApp, instagram etc.

3.1.8 Diversity in Content and Time Spent on Various Content

The content accessed is varied. Other than the social website Facebook. Sites visited depended on a lot on ones taste and profession e.g. while many went to YouTube they visited the site for different reasons, some to learn, others to watch movies or improve their professional skills and yet others to keep up with trends.

Through the Internet, you learn from friends. “ ...you can get into Facebook and see what people are wearing and you also want to be the same so that you are updated. So it changes your style, you try new things that you were not trying before good or bad” A participant said.

Most of the participants discovered new content by searching on Google or through links on Facebook. Some even run their business and have continued to improve their trade by using Google as a guide to the latest content or help them discover information they need. Others includes postings on Facebook. Participants had the following to say;

- You learn from friends. Like a friend could tell you that a site has interesting content then you become curious and go to the site to see what it is. And that is how you end up getting some content that is not appropriate while other content could be very useful.
- Sometimes you note that some sites are being visited frequently (high hits) and out of curiosity you go to find out what they have.
- I started by accessing music sites. Then discovered more content as I progressed. I think my networks in school were also helpful.

3.1.9 Gender and Household Dynamics

There are some online forums created for men and women to get advice on family issues affecting them. Among them is Kilimani mums and Kisumu dads. A participant viewed this forum to be making men vulnerable since it seems like they are the target. “I think men are becoming more vulnerable. Men will always be interested in the ladies. ... there was a guy who was sent to a given station. Maybe you saw It? He sent a message to a lady that he likes the lady. From an honest point of view. The lady put it on the Internet that this guy is not a professional. How many girls is he doing this to? I think the guy was fired”. Other participants had the following to say

- ... there is no love anymore at home. Because when you go home everybody is busy on his or her phone. Sometimes you are busy working, someone will think ‘who is that keeping you very busy?’ A friend of mine was using Facebook and then of course friends will always joke with you. The hubby got the information. There’s a tendency for the first five people to like what you post to be close and this can be a problem. You can say you do not have a relationship but at some point that truth will come out. So this lady, of course they were communicating with someone, the husband came to know. When the husband knew to safeguard her marriage the lady had to stop using social media, Facebook and WhatsApp. So she remained analogue. So you find Internet sometimes brings chaos in the family.
- In fact there is no communication anymore because people are like robots. You go home you find Facebook or WhatsApp is more interesting than talking to your spouse
- We have started forgetting our responsibilities. We are supposed to talk to the kids, find out how the school is. Now we have become addicted until we have forgotten our responsibilities. You only remember your friend “jamaa yako mmoja” who is in South

Africa that you talk to mainly and he makes you laugh. If you do not talk for a day, you note there is something you are missing. That is why you hear families are breaking, not because am suspecting that my partner is communicating with the boyfriend or girlfriend. No, It is because of abandoned responsibilities. There is a breakdown of communication in the house that has happened automatically. You will find that even a child has now taken that trend. You will find yourself in a house with your spouse and you have not spoken from morning until lunch time.

- Internet has also caused the breakage of homes. For example if I am a husband and I find something bad in her phone. I may not know whether or not it is a man or woman who sent it. I will automatically think 'what is this?' there are some pictures which are not good to be sent. They should be routed somewhere before they are sent.

In response to a question as to whether women are less users of the Internet compared to men, a participant said that the number of women using the Internet had increased especially if you looked at Facebook where the people who were connected for 24/7 were mainly women. He asserted that for men, sometimes they are in a job where they cannot be on phone. "I think they have a lot of time. Men are busy using their hands." He said. Another responded supported that observation that women are more active on the Internet. She indicated that she has not seen many Facebook groups for men but there are many user groups for women ie "Kilimani Mums". She further indicated that men are able to control themselves when they are busy but you will find a woman is cooking and still texting.

3.1.10 Internet Addictions and inappropriate Content

Participants were concerned with the addictive nature of Internet. A participant complained that in a house it can bring a bad negative social situation/status. Where you find a situation where the father is there looking on one side and the mother is there looking on the other side and the kids are just left alone. In addition the participants were concerned with the content in the Internet giving a case where a person was bragging on Facebook that he had had intimate relationship with young girls. "That is really worrying. Am very scared of what to tell my young girl about the Internet." a participant lamented. "Sometimes you are busy doing your work with your kids and all over a sudden a picture comes that is not appropriate booo! Before you remove, the kids have already seen. So it can lead to embarrassment. So you decide that you do not want to use it." Another participant complained.

3.1.11 Limitations of Internet Use

Participants indicated several factors, which limited their use of Internet. They included cost, Internet-enabled gadgets, network quality, literacy and skills and availability of time. These factors are discussed below in details.

3.1.11.1. Internet Cost and Affordability

While many felt that Internet was still not affordable, there didn't seem to be a clear alternative or preference since the Internet they felt had everything they needed for whatever interests they had. They noted however that some did not have money even to go to a cyber. The other thing some people do not have money hence usage depended on what kind of phone you have and how stable you are financially. A participant had the following to say; "... I said I liked to use Orange modem on my laptop. This was because they had an offer where you buy for 50 bob then it is unlimited. However since last week the offer changed and it is no longer unlimited and is dependent on usage. So, you can buy that at 50 bob and go on YouTube but because it consumes a lot of bundles you would use it for only two hours and it is finished. So that limits me because I could buy for 50 bob stay online all day but they stopped the unlimited aspect and it is not unlimited anymore. So that limits my usage."

The participants preferred to make calls or text. They indicated that the cost of data was cheaper than that of calling but relatively more expensive than that of texting. One participant from the semi-urban location who was not an Internet user highlighted that his expenditure on phone calls over a period could have bought a milk cow and with Internet this expense would increase significantly.

On how much they spent in a month, a participant indicated that her expenditure pattern was irregular dictated on what she has to do at a particular time. A participant who did commercial baking and used Youtube to explore different baking recipes and decorations had the following to say "... it depends on how long I stay in the Internet. Mostly I use *Poa Internet*². (An Internet solutions that targets communities and schools to offer cheap Internet and access to health and educational information). So I buy those bundles. The first round I buy, I buy it cheap ie 25MB at Ksh. 10. Immediately I finish the bundle I buy the next one 50MB at the same Ksh. 10. If there is something I need to do then I just buy more credit and finish. Sometimes I can use Ksh. 10 and sometimes Ksh.100. If today I decide I will be on Youtube, I will make use of that day. Maybe that day I have baked, I want to decorate. I just put my phone there, I learn, I learn, I learn. On average per month I use around Ksh. 1,500 to 2,000". Another participant who indicated that he spends Ksh 200 per month and he is able to do all that he needs to do on Internet said that with Airtel which is one of the providers he uses he did not have the expenses of Facebook, and the Videos he accessed were normally after someone has downloaded, seen it amazing then pastes it on WhatsApp. This is an indication that awareness and use of available cheap and affordable services plays a role.

² <http://poa.co.ke>

“... the *Poa* Internet, it is not as free as people think. You have to buy the bundles. ...People find it as free because 330 MB costs ksh.50, so instead of people saying that it is cheap, they say it is free.” The bandwidth is subsidized therefore patrons prefer to go there buy the Internet and then use within the environment since it only works within a particular radius. Then the other thing with it, if you buy 10mb for ksh. 20 if you finish and go for 50MB, you will still pay the same amount. If you finish that and go for maybe 75MB or 100MB, you will still pay the same amount of money. So the more you consume, the cheaper it becomes since the amount of money is the same. But there is a minimum of Ksh.10 for the purchase

As noted, the issue for the participants was not that they did not know how to do what they wanted to do on the Internet but rather that the cost of doing what they wanted to do was prohibitive because of the cost of bundles.

3.1.11.2 Network and Quality of Internet Services

To access Internet the participants mainly use their phones, cyber cafes, or public facilities like restaurants, libraries, youth centres or where they are employed. For their mobile devices most participants use Safaricom as their main line while they maintain an Airtel or Orange line as a secondary line. One participant used the three operators concurrently for different services with Safaricom being used for voice calls while Airtel and Orange being used for Data.

Participant indicated that geographical factors also influenced. He noted that in rural areas most of the guys did not know about Twitter and those other sites but Facebook was common. But in urban areas there was more usage of social media.

3.1.11.3 Availability of Internet-enabled devices

Most participants in Kibra had access to Internet-enabled devices. A few had feature phones that could access Internet. However security challenges prevented them from walking around with high valued devices and instead carried a cheap feature phone (mulika mwizi or Kaduda³) and only carried the smartphones when there was need for Internet access and had plans to visit places with free Internet access. However, participant noted that lack of appropriate Internet-enabled devices was a challenge.

3.1.11.4 Skills to use the Internet

Ignorance and lack of understanding about what Internet is was considered to be a limitation to use of Internet. Not all participants had sufficient skills to do the things they wanted to do online. Poor connectivity also contributed to their not being able to fully utilise their skills online. The participants were informed of a wide range of services and websites. Some of the things they would have liked to do but were not able to included streaming movies and research

The participants particularly those who were not using the Internet felt that they did not

³ *Kaduda*, an acronym for camera, dual-sim capabilities and data, a product of Orange that retails at Ksh.999. Airtel has a similar make of phone going for the same price

have the skills to operate sophisticated mobile phones and surf the net and would need training. Many had deduced their opinion of what the Internet is from what they heard people say and a few from observing others. Negative perceptions from those who were not using the Internet outweighed the good things they had heard about the Internet

3.1.11.5 Security and Privacy

The participants were very aware of the security risks linked to Internet ranging from physical security of the devices used to access the Internet to the safety of the individuals. They also understand the insecurity of being online such as frauds and loss of information due to malicious spreading of virus. They did not seem aware of the technical aspects of managing their own security online which would be an important part of their security awareness. All said they did not feel anxious about security but were ready to learn more about Internet use as they were convinced from listening to each other that the benefits far outweighed the risks.

Hacking of accounts was cited as a main security threat. "You find your Google or Facebook accounts someone has posted something on your page and people who are viewing your timelines are seeing it yet you did not post it." A participant complained.

3.1.11.6 Character Assassination and Misinformation

A participant noted that there should be some controls in the content posted in the Internet "Internet should be checked like the film board so that you do not just post things. Because you can open your own page and start posting inciting information. Is there way to control content being posted so that it does not bring hate. People pretend to be something else and send misleading and inaccurate information." A participant shared his experience with the group;

"I was a victim. I was celebrating my brother's birthday. Of course the girlfriend was there. Of course we were drinking. My brother posted it on his Facebook page. We have the political groups WhatsApp groups and stuff. After posting somebody went and removed that photo and put it on *Kibra Siasa* and said 'hiyo ni pesa ya CDF' that is what the CDF money is doing. ...When it is posted there, it really raises a lot of discussion. And a lot of engagement and sometimes it interferes with your privacy. So Internet is good but when it is posted there justifying it or defending yourself may be difficult" On whether the issue of character assassination and misinformation leading to privacy concerns led to a change in his behaviour in social media or in different sites he had the following to say; "It has really changed. For instance, like in the Office, how do we use it? First of all the *Kibra Siasa* you may be there but you are not commenting. Of Course it helps to gather intelligence. What are people saying about the office and what are the things they want to be addressed. Depending with what you do, you have to be very careful. I am in a forum and people in that forum know me I don't post because I don't know how that information will be used against me. ...and if there are people sitting close to me I will be very careful and look at how they are dressed because if someone takes photo and posts it outside there, it will affect me. So it also influences your behaviour,

what you do and what you comment because people will judge you with such kind of things. But that depends on what you do”.

3.1.11.7 Disposable Time and Interest

Participants indicated that some people did not have time to access the Internet. A participant said that her my mum did not use the Internet because she did not have time. “She is a teacher and goes to work at 6.00 am comes back at 7.00 so she does not have the time of using Internet.”

3.1.12 Issues specific to Non-users

An observation about the Non-users was that they perfectly understood what the Internet was. They said that what they knew about the Internet was from interactions with users. They perceived Internet as a communication device which can be used to enhance their business including selling and buying products through OLX. However some had very different perceptions of the Internet “...a friend of mine was showing me pictures in the Internet. I did not like the pictures especially if they were to be shown to a young child or primary school child.”

Some of the reasons why they were not using the Internet despite the understanding are lack of a Internet enabled phone and limited skills to operate the phones and get online. Other factors cited includes;

- Many people are discouraged. You may find someone with a smart phone having this mentality that Internet is social media. Some forget that there are some sites for research and other things. They think that Internet is about Facebook, WhatsApp and they believe it is one of the leading reason why relationships are breaking so they have nick named it or baptized it as evil. So they say this phone of mine I will not use it on Internet.
- “Another thing I would like to add, there is this approach by the people or the attitude of the people. When they see you on the Internet, they start asking, what is he trying to look for in the Internet? They start associating you with all sort of things in the Internet like pornography. So those things discourage most people.
- The other issue is lack of phone that can access the Internet and related services. For instance if you have a *Kaduda*. You see like me today am carrying a *Kaduda* so I cannot access the Internet today.
- Some people prefer to maintain their status quo in that there are some assumptions that they can get diseases transmitted to them like skin cancer through the use of the Internet. For example of late, we have heard that Samsung Galaxy is causing problems to people. So this aged people will say No... I do not want to die early. Let me maintain my *mulika mwizi*
- I am from Kakamega. I came here to earn a living. I have heard the Internet is fun and enjoyable. I have not used it . What I am afraid of is when you buy a big phone like the one for doing this, your neck will go in Kibra [chuckles] that is why I am afraid. This phone will disappear in Kibra [laughter] but I would love to understand it. This phone will

disappear in Kibra and you will find yourself lying in the gutter. You will come to consciousness later after the phone is gone. I would like to understand it though.

- I don't want to use it, I do not like the idea
- I have not used the Internet because of my strict parents. ... Recently I got a new phone but I have no bandwidth since I have no job and stuff like that.
- I have not used it and I hear it is fun and enjoyable. I would like to use it but I have not got the opportunity
- Well, I do not want to use it. I think it is expensive to put bandwidth. Yes my phone can access but I do not use it
- I would like to have my own phone, find a place to be taught and then I would use Internet. Because the things they were showing me I do not want to see. I would want to choose what I want to see.
- I have not used the Internet because I have not been taught how I can use it. But I would love to know how I can use it. There are many things I miss out on because I do not know how to use the Internet. I have friends abroad and I see friends communicating with them through the Internet. I do not know how I can communicate with these people. If I can get somewhere I can learn how to use the net I would appreciate as the Internet has brought everything close to us.

Another participant indicated that he does not use the Internet because he does not have use for it. When asked how he determined that he had no use for it yet he had not even tried using it, he said that the opportunity to learn was what he did not have.

The research notes that while the participants said that lack of phones that could access the Internet was a challenge, most of the people who were not using the Internet had phones that could access the Internet. Following was the discussion "But a phone like *Kaduda* is the same price as the phones you currently have yet it can access the Internet. So you cannot really say the price of phones is what is stopping you from accessing the Internet. is it really phone price that is stopping you or just your perception of the price?. For me it is not just perception. As they have said, as an individual, I had a phone that could not access the net, and that friend of mine, the things she could download on her phone for the things she was buying for the house made me get interested in using the Internet. But understanding it is the issue."

Participants indicated that they would use the Internet in the following ways if the hindrances to Internet use are addressed;

- I would use it for business to sell and buy
- Since I do not know how to use the Internet I would tell the person helping me --- I sell *lesos* (Scarfs) to take the picture of my *lesos* and my telephone number and put it on the net so anyone who wants will contact me on phone. I would also want to buy nice imported things.
- I would use it for education to learn things on family planning to teach for the ministry of health where I am a community worker.
- Since I buy things for the people in my Chama, it would be easy for me to buy the things from the pictures they send. I am also a community health worker so I would find it easier to get information and teach easily in the villages I am sent

- I think it would really help me a lot. First, to communicate with my friends, they are all digital nowadays. Secondly you know right now Internet is charged, if Internet is free getting sources of research information is very easy. Third, In living today you have got to live like others. I would get information that helps me fit in.
- When I get access to Internet after school, I will use it to look for a job. I will be able to know of job opportunities from the Internet. I have seen that positions like for the chief magistrate and his deputy are advertised online. So you can use the Internet to get job opportunity and go for interviews.
- I will give communication priority. Communicating with friends.
- Internet will help me get information on things I want to buy. Where I can get the produce. If it is something I want to sell I can put it on Internet like selling cows.
- The Internet will help me communicate with friends outside the country. For example I have a sister abroad but we cannot communicate as I am not online. It will also help me get information and learn many things that I have not learnt yet.
- I sell chicken so it will help me in business. I would prepare it carefully, wash it, cut it, fry it really make it look good so appetizing when someone sees it they will want to buy

An observation in this group is that the main reason why they are not using the Internet is lack of knowledge on how to use the Internet and limited knowledge of what the Internet can do.

3.1.13 *School Laptop Project and Implications*

This Internet is here and there is nothing we can do about it. Our children will use it. Now we who have heard all this, what is your take on this as parents, your children will use laptops in school. You said you did not like what you saw. Now when children see these and you do not know whether or not they will like it or be disgusted. what is your take?

- In my opinion I will talk to my child. When he gets older and comes across pornography he will overcome it (scroll). But those other things about wanting to know about global issues let them go ahead. There is a friend of mine who wanted to teach me about Internet but it was not possible, I had no phone.
- I think Internet is not good for children. It makes innocent kids know what they should not and cause drama. I think children should not use it in my opinion.
- We can say they should not but there are children in different social groups; the rich and the poor, people with capability to buy different types of phones. It is not possible to stop its use but that is what caused schools to be burnt in the country. So we cannot stop it and in that perspective we are helpless.
- If I was a master of technology, those businesses that are bringing the things 'Mzee' does not like or 'mum' does not like the solution is to get people not to post or close up those places. You know class one have laptops and they are growing up with phones. In fact even right now you need to have a good phone to be confident. They should block those websites and leave the ones that are for research. I think that is the solution.

Some of you have said you cannot use Internet because you think it is expensive to buy

bundles. If you do not buy bundles, would it encourage you to use Internet more?

- Those free bundles will contribute a lot to bad use
- It is not good for it to be free. And the way my son has said through technology, before you send it, it should be passing somewhere to be checked if it can be sent or not.

3.2 Machakos FGDs-Semi Urban

3.2.1 Factors determining Internet use

Participants indicated that factors determining Internet use varied. It depended on what needs to be done, the amount of time available and money.

3.2.1.1 Motivations for Internet Use

Its ability to communicate and network, communicate with clients, enable responses to questions, make deals was seen to make work easier. Below are the motivations quoted verbatim from the FGDs

- For interactions especially when you are looking at politics, to know the current trends, also to know about USA because my cousin is there, to know about USA what they are doing the way they are voting, the results and social interactions. So I get to know about their politics in social media.
- For those who know more about betting, you have to do the analysis and this is physical you have no choice you have to buy bundles 50 MBs so when you are bored that is when you normally go to Facebook. But the other time it is work, you have to do those previews and analysis. You need MBs to sustain you the whole day.
- Information, and also gaining knowledge. When you use Internet you learn more. You know someone can tell you something and you say let me just Google.
- Through Google, it is efficient, especially when doing research you don't have to pile a lot of books. Through Google you just get what you want, you type and it is there.
- Nowadays like in families you have your meetings through WhatsApp groups. You can do the emails on daily basis without worrying where people are. Some people are far away others near. And you can also call. You see long time when you were talking to someone on phone you would use a lot of money. But nowadays you can use messenger, or WhatsApp calls. Communication has become so easy
- On formal setting communication has been made very easy, cause just sending emails and being responded to you just complete tasks very fast. If it is a document to be sent to Nairobi I just do an email attach and in the next 20 seconds it is already there it is read and acted on. Such that within like thirty minutes a solution is made out. It has really simplified things unlike before someone had to carry a document to Nairobi, posting took like 3 days.
- Life is better, like for Google many are the times we do not agree on something, when you go to Google you are researching for something, the meaning you want if you want to use like urban dictionary, the Oxford, so I like using Internet because I like doing research.
- I use social media a lot so if you have a poster and you want to go do a show somewhere, you will reach many people. Say you are coming from Nairobi to

do a show in Machakos, it is very difficult for you to come to Machakos and walk around telling people you have a show. But because many people are on social media in Machakos you post it. You get on Facebook, Instagram, wherever, you will get the multitude waiting for you.

- For spiritual things, everything is on Internet so even if you wanted what, you will get it on Internet. If it is something you heard, may be the names to diseases, maybe you have been diagnosed with something, you just get everything. So maybe by the time you are going to the doctor or someone is going to the doctors you know. They have information on what someone is suffering from and also the market – the stock market I love that and also networking. There are different sites where I network.
- For me it's Google first then SportPesa - That is a side hustle. You bet 50 and get 100 isn't that a side hustle? It is tiresome. Also when you open up SportPesa you find all the other team websites advertised there. Then there is WhatsApp when you get your bundles they are there all lined up.
- There are the professional groups if you are an accountant there is accounting if you are a lawyer there is one for lawyers, you communicate and support each other.
- I usually have many strange numbers, so I find myself using Truecaller actually more than 15 times in day cause I have to verify who is that. I am on Twitter but I rarely use it. Actually I have deleted it because it is just filling my memory

3.2.1.2 Knowledge and Awareness of Internet

Participants were quite aware of Internet and its capabilities. This includes even those who were not using the Internet.

3.2.2 Main Uses of Internet

They indicated the following as the main uses of the Internet;

- Take pictures and send to customers
- Facebook for research and football analysis.
- Social media, just getting in touch with friends, the chats and all that and also updates, and to access business sites.
- If I need to access something I Google and from there I get it. Also like institutions of higher learning, for my own use, just getting in touch
- Business also when you want to get something, suppliers, comparing notes with others and what have you.
- For news, Internet is the way to go. You only need the media houses to confirm it is true what you got.
- Social media – looking for friends, chatting with friends.
- Checking on information on colleges, research on nutrition, I learn nutrition through the Internet
- Social media get in touch with friends, have fun there talk.

- Research about different companies,
- Receiving and sending emails, news gossip and downloading music
- Social media, downloading music, gossip, news, www.mpasho.com. Downloading pdfs and learning.

3.2.3 Factors Influencing Choice of Service Provider

Participants indicated that there were various things they looked at before settling for a particular service provider. For instance, Mpesa service made them to stick with Safaricom despite other operators having other products that could effectively compete with those of Safaricom. Such products included better bundle and call pricings and promotions such as “unliminet”

- My service provider is Safaricom. So when the service provider has promotions such and such they bring down the charges so it is cheaper so it is more available.
- Airtel is my service provider of choice. Mainly, Internet is to communicate. I choose Airtel because the pricing of the bundles is cheap and the collaboration with free basics so I am able to access without being charged for some services.
- Safaricom for Internet specifically. I am actually just passionate about Safaricom
- Mine is Safaricom, because their Internet is good and the network is not up and down like the others. Airtel is cheaper but net is bad
- I use Safaricom because it is the one that is commonly used by many people. So even me I am obsessed by Safaricom
- I use both. I use Safaricom and Airtel. For Safaricom I use it when I don't want to be in the Internet for long hours. When it comes to Airtel, Airtel is a bit more cheaper. So when I want to update my Apps or to do some research I go for Airtel. When it comes to quality, Safaricom is better
- I use Safaricom because I lost my Airtel line though I prefer Airtel. The bundles are cheap even the network coverage is better.
- Like me I come from the western part of Kenya. Airtel is very very much Okay but right now I am using Safaricom. Because I have a sharp-phone (Basic phone). Sharp-phones do not use a lot of bundles.
- I come from Katoloni (deep rural). So when you use Airtel there you must use a 2G phone and it still refuses to download. But if you put Safaricom, 3G or 4G it is fine. Things download but your bundles really go. But if you compare those two, if you want to post something that is needed quickly, Safaricom will be more helpful to you than Airtel. But also Airtel it's advantage is that when you are at a place where it's network is good, it's bundles will sustain you for much longer.

- Safaricom and Airtel, Safaricom because of M-PESA and making Safaricom calls. Airtel is for calling because it is cheaper so you use less airtime. Also it is good for Internet things like that
- I have tried every service provider, Airtel, Safaricom and they had a way of making my bundles disappear without any cause. And I followed up but they were not able to give me any justifiable reason. I just opted for Airtel and they have served me well.
- Since I started using Internet for over seven years back, I used to have a Safaricom line, that is what I started using and all along I find Safaricom is everywhere. But there is a time Airtel disappeared such that you would have to struggle to get it. So I have been using Safaricom because it is accessible, it is everywhere.
- Availability. Like where I come from, Airtel is not available but Safaricom is available
- As for me I have never really had any other line apart from Safaricom though the other day I acquired the Equitel sim so since I have been working I think I have just been loyal to them. But I have never tried any other
- The reason why I use Safaricom so much is because of network. I am in those remote areas and Safaricom is the only network that is available. And I find it doing very well when it comes to M-Pesa, unlike other networks. So I find it convenient.

The following were the responses by none Internet users;

- On Money transfers I don't know what happens with Airtel Even the agents are really few. They told me if you are in Safaricom and a person in Airtel sends you money and you delete the message you cannot get the money. It is more convenient to use Safaricom.
- Promotions like *Bonga* points in Safaricom. There is *Bonga*, *Storo bonus*, I recently got 300 worth for *Storo bonus*. That makes me to use the phone more
- In December they sell the phones on promotion, but there is a shortcoming. That phone with a low price you can only use their lines. The phone with a high price may be able to take two lines. This applies to both Safaricom and Airtel.

3.2.4 Public Internet and Free Wi-Fi

A good number of the participants accessed Internet at work through Wi-Fi. A few occasionally accessed Wi-Fi in a restaurant when they had personal work online they needed to attend to. A participant had the following to say “There are hotels here I visit over lunch time I would kill two birds with the same stone. When I go there and they have their Wi-Fi on I sit do my private work and at the same time take lunch. Like the stuff I need to do online you need a lot of Internet to go about it so I just take that hour concentrate and take my lunch, so before the close of the hour, my thing is done and I have also taken my lunch”.

Another participant said “In town there is a hotel called Wajuzi, I am a patron, I am able to access their Internet. Following are some of the places with free Wi-Fi in Machakos town;

- Techie, Machakos University College (MUC), T-tort, Kenchic, Wajuzi hotel, T-tort, Garden hotel, some colleges and schools, a Matatu that operates Machakos-Wote.

A participant indicated that there is a challenge because in some buses, although they have indicated that there is free Internet, you get in and it is not there and by then you have already bought the ticket.

Variations of Free Wi-Fi

Apart from the public available free Wi-Fi, participants had devised other ways of accessing free Wi-Fi as shown below.

- “I had a neighbor who had Wi-Fi. When I didn't have bundles I will go for stories and do my own stuff. So I would go 'how was your day', we'd talk a little, and I would say, can I use your Internet a little?.” He indicated that that would make him use the Internet more because it is free, so it will instigate more usage.
- There's another guy who works in Athi River and lives in another ghetto. He had Wi-Fi but had not put password. So we would just go outside and read. You just get guys over there and he became really powerful. You would argue about what is the latest, what King Kaka has released so you would want to watch. So if you are to buy bundles it would be too expensive. So we would sit there and download and leave. So you could conveniently just go. If you have a free day you could just go and spend it there, carry your snacks.

3.2.4 Use of Cyber

A participant indicated that speeds in Cyber cafes are too slow. No one kept records of their visits to the Cybers as they used them after exhausting all other options. They noted that there are no enough restrictions at the Cybers and people should take caution and should not do things that they would be embarrassed about even after 20 years and most importantly to log off after use.

3.2.5 Zero-rated Services and products

About 50% of the participants were aware of the various promotions and zero-rated products in the market. A participant indicated that while *storo bonus* was a good offer by Safaricom, its validity was until midnight of that day and most of the time it did not last until then. He argued that the only free service with Safaricom is checking on the Mpesa balance. A participant talked of the free basics courtesy of Airtel, where you are able to access a number of websites. He noted that even though they are kind of streamed down, for example Facebook, you may be able to read what is available. “I think all my sites are zero rated. When I don't have money I don't freak out, I am covered.” He said

3.2.6 Perceived Benefits and Challenges of Free Internet

3.2.7 Most visited sites

Participants indicated the following as the most visited sites;

- www.Alison.com - a learning site for short courses.
- The daily nation, Facebook, and messenger
- Facebook, soccer drills and gospel music sites
- News, BBC, and www.TUKO.co.ke
- WhatsApp, When you have a smartphone it's Facebook.
- Google
- Google first because I search for many things, then the website for drills, then Facebook and Twitter
- I go to YouTube to check out music, especially gospel
- For me Facebook, Google, YouTube- then www.mdundo.com for easy music
- Google first both for academics and to look for what I want, then Daily post to get news outside Kenya, the YouTube and Facebook
- The site I use most is Google. Then SportPesa. The other site is WhatsApp, Facebook in that order. Then those with music
- For me mostly it's WhatsApp, Facebook, when I am bored I go to Google, YouTube. When I am really psyched I go to politics – www.Siasa.com
- Twitter, Daily Nation, Wikipedia, Facebook
- I use SportPesa a lot if am not there you will get me on a site called Mpasho, if not there you will get me on WhatsApp if I am not there am on Facebook
- WhatsApp, Facebook, Instagram, Google, most of my research, I do it online. And also most of the assignments for students I also search for news and gossip.
- I visit a website I like Tubidi for music.
- I love music so the website i use most is Tubidi. MGoal, Waptrick, www.waptrick.com and Facebook
- For me Facebook first, then Tubidi, then the next one has to do with fashion, fashion blog, Then citizen mpasho,
- My number one is WhatsApp, followed by Facebook, search like Google. Portals like sports, and lastly YouTube
- Mostly I do WhatsApp, Google, then Facebook, Instagram a little, that's all
- I usually use WhatsApp, almost on daily basis, then Gmail, Google, then Facebook then truecaller.
- I use WhatsApp a lot, and then Google, then Facebook a little I think those are the ones I use frequently
- I Google a lot, I do WhatsApp, I use Facebook, then Truecaller.

3.2.8. Diversity in Content and Time Spent on Various Content

As noted, the content accessed is diverse. The participants had different interests, which they fully exploited.

3.2.8.1 Discovery of New Content

Participants indicated that curiosity drove them to new content. "... we are curious as human beings when you here about a site you start Googling. When you start Googling you go deeper and deeper and you get engrossed in that."

3.2.9 Gender and Household Dynamics

Participants agreed that the Internet has had both the good and bad sides when it comes to gender relations and household dynamics. They lamented that before the wide use of Internet and by extension the social media, people could sit down and have a family get-together which does not happen lately because everyone is always on their gadget chatting. Some have led to broken families. You find someone and their wife disagree because of chatting with other people. They have put their picture on Facebook and someone else has liked it. Instead of the husband or wife talking at family times, they are busy chatting.

A participant said that she has a friend who tells her that he can never buy his wife a smart phone because she will be taken away. Following were some of the experiences given by the participants;

- It happens that some ladies are not using the Internet simply because the husbands do not want them exposed. Because the moment they have access to smartphones, they will know about WhatsApp then the other things will just flow. So they want to keep them in the darkness for insecurity reasons. And they are there using the "Kaduda" (really basic phone) receiving calls mainly from their husband. They have to account for all the calls received. The phone is 24/7 monitored. If you call like this, and she doesn't pick in the next 3 seconds the call goes to the husband. It is permanently diverted to the husbands phone. Another friend of mine, she is using the Internet. But the husband has tapped. So any message that comes to the wife, it flows to the man as well. As she reads, even the husband is reading.
- Me it brought me problems-Facebook. I told my wife to open my Facebook account to check as I could not login all the time. The first picture she got is that I was tagged on bad picture. She is like 'what is this? '. Now you know you women to explain anything will resort to another question. This is what you guys do. So Facebook can bring problems with your family and friends. Also you can get this guy is from church why is he sending these things. So they are left thinking this guy is a pretender. So Facebook brings a lot of problems.

A participant indicated that it would be a good thing to control access of some websites based on the Age and those below the age 18 should be barred from accessing some content. There should be a system to screen people out. Participants also noted that

adults are using mobile phones as toys for their children who start accessing content meant for the adults. A participant indicated that marketer are misusing the Internet where by to lure their customers, they send links with inappropriate content and people open them in the presence of family members which causes embarrassment and unnecessary tension at the household.

3.2.10 Limitations of Internet Use

A participant summarized the challenges limiting Internet access as follows; “Network is one great challenge, then the cost. You want to download a book, before it is complete you hear a message ‘tititit’ you are running short of bundles, the bundles are almost depleted. The cost is taking toll on the users, if they can check on it. And then the cost of the machines- the gadgets, many would want to but the phones are costly, so you go for the small one *katwin* (twin SIM phone) you try to do anything it tells you insufficient memory. You have all sorts of imitations”

3.2.10.1. Internet Cost and Affordability

A participant indicated that the cost of Internet is high and barely affordable. He indicated that he researches a lot on coaching and matters of coaching are very challenging and one must come with something new everyday so that the children or those he is coaching do not get bored. Sometimes you get into a site and you are told you need to pay. Sometimes you find that you do not have the money. Also opening the site takes long and you do not have money. He indicated that when he want something serious he purchases Safaricom data or goes somewhere where there is Wi-Fi. Below are responses from the participants;

- May be I want to get a lot of information and I need a lot of bundles. Of course it calls for more money. I try to limit ,myself and do the necessary and sacrifice the rest, because I am also thinking of the cost.
- The main reason is cost. Like I told you I always have to do research and that is something I have to do. It is not that affordable for the common mwananchi (citizen). It is just affordable for people who can get monthly Ksh.3000- 4,000, so that you can use it at your own convenience.

A participant who did not use the Internet perceived it to be expensive. When probed as to how he came to that conclusion yet he did not use, he said that he would hear people complaining that it was expensive. On further probing, he admitted that he did not know how to use it.

On whether they thought the Internet ate into a household’s budget, a participant had the following to say. “But even a phone does that. I checked my phone budget recently it is significant. I was telling my son yesterday my phone has a lot of Bonga points. Over 10,000. I did the maths times 10 shillings that is 100 thousand use on phone. We could have bought a cow with that money and would be milking a cow. I was thinking I should stop this phone thing anyone who wants me will shout for me. So you see it uses money and with Internet it is more. If every day I spend one hundred, sometimes one hundred and seventy I could possibly spend

four hundred on phone.” Another participant argued, “The only place you have said it is cheap is on WhatsApp. But once I get on the Internet I will be on Google, Facebook, Twitter. It is expensive.” The research notes that the participants feared the expenses associated with the Internet.

3.2.10.3 Limited Knowledge of What Internet Can Do

A participant who did not use the Internet had this notion that making calls was cheaper than communicating via WhatsApp. It was clarified that it is cheaper considering that most of the time credit purchases comes with an offer for bundles. While they complained about the cost of Internet, the amount of money they were spending on calls only was in the same range to that of the people who were using the Internet.

Another participant argued that he could be on Internet but only about 30% his clients were online so he ends up being online for nothing. This again was not well informed since being in a taxi business, (private small cars) he should have all his options open considering that some people will send a WhatsApp message while others will simply post on Facebook when looking for taxi services.

3.2.10.2 Lack of Internet Enabled Phones

A participant noted that people are not using the Internet because their financial status cannot qualify them. They can't afford the smart phones, which have the Internet, and even if they got one, they will not afford to buy the bundles. He indicated that the cost of buying a smartphone was a main issue and coupled with network coverage.

Another participant said that when he had a smartphone it was instigating him to surf more because that was 4G so it was fast. He indicated that the phone he was now using took time to open sites. As a result he visits Facebook at most three times a week unlike before.

A participant who did not use the Internet indicated that he liked the Internet when he was using Facebook because he has many family members abroad. His wife is in Saudi Arabia, cousin is in Mexico, and his auntie is in the United States. He liked the Internet because of Facebook, he could chat with them without using a lot of credit. But then his phone got lost and he has not bought another that can access Internet.

3.2.10.2 Network and Quality of Internet Services

A participant said that the network system was a problem. “You find that like in some places, when I am here in the town, 4G is there and 3G but when I go to the outskirts to the rural settings, it is not there. You have loaded you are waiting for your phone to upload so you go do something and it will just keep going round loading, loading, loading, loading for like 3 hours and you cannot get anything. So actually there is that one challenge if you have access to Safaricom they should have 4G and 3G all over not

in the urban settings because over the weekend you go to rural homes and then you can't access anything. Actually your phone will go off, because you are waiting for something to upload you go and do many things" Another participant added, "Somebody needs tell Safaricom. You are working in the remote areas and there is no network let alone for Internet, even for calling. How will you start teaching computer? What do you do and you have the trainees ready there waiting to learn?"

"There is the element of service provision in regards to the availability of 3G and 4G. Home where I come from, I have a twin simply, Airtel and Safaricom. But you find that in the house Safaricom is a 2G through and through but Airtel is a 3G affair. By the availability of Airtel, I am able to receive 3G services. You find that in matters TV we are moving into the ITV thing and you would like to stream a movie, you would like to download a movie but the service provision and the price of bundles is limiting you." A participant said.

3.2.10.4 Skills to use the Internet

Skills to use the Internet were a challenge particularly to those who did not use the Internet. A participant indicated that he had a challenge setting his mobile phone well so that it stops having background programmes that consumes Internet bundles. He stopped using Safaricom because he would load 35MBs and before he could start using, it would be over. He had active Apps that fed on his data.

Another participant said; "My parents do not use the Internet and even some brothers of mine. One reason is literacy level. Like my dad has Internet enabled phone, but even he does not know how to use. So he only uses the phone to call and send SMSes and getting money from MPesa. The Literacy level is key.

A participant who did not use the Internet indicated that he was very interested in using and had phones that could access Internet. "I have two phones which I have not used to access Internet or Facebook. I had started getting into it but I wasn't involved really. I already have an email which I have not used. It was registered together with my friends'. Even sometimes I am sent friend requests, it gets in the phone. But I am not bothered because I really never understood it when I was taught."

3.2.10.5 Security and Privacy

A participant indicated that there are problems with security online because unless you block some photos on Facebook, people will just copy and will go and use them elsewhere. She said that you may find your photo being used in a very weird place which causes a lot of trauma. She argued that people are copying photos, and given the posts that we make, someone will make comments that are traumatizing and as a result, ladies choose to be on the safe side and avoid social media. "You even don't want to leave your comment there because the reactions that will come after are really

weird.” She finds security to be a tricky thing. “There is no security even on WhatsApp, everywhere because your profile, someone just saves it. It is very easy to save and you can do what you want. We have even have those who go to your email. So there is no security. You also have to ensure that what you are posting is limited. Do not put too much that exposes you.”

A participant indicated that he had an experience with security violation. “My Facebook account was hacked. This guy was using it to post all manner of things, pornography videos were sent. So I wasn’t able to use my account for like 2 months. My friends are there asking me ‘what is wrong, why are you posting such things?’ So when I recovered my account I did not use it for almost a year. It can spoil your relationships”

Another participant said; “And there are these people who just post stuff and tag you, we were with so and so. When they post your friends will see it. Guys wonder what is this guy doing? You know it is not easy for you to remove it. When someone posts something like that and tags you it means you do those things together. Birds of a feather, it will be hard to convince me otherwise, guilty by association.”

A participant said that she has friends who are able to use the Internet, but they do not use for fear of exposing themselves. They fear that if they write a message on WhatsApp groups, everybody will see it and if they put something on Facebook everybody will be reading their mind and emotions. They send and receive emails but they are not on social media at all.

3.2.10.6 inappropriate unsolicited Raw Information

A participant indicated that he finds it irritating that someone can put it in his face content that he does not want. He gave a case of terrorist attacks where someone shoots some photos and posts them online. “It is a bit irritating a relative of someone can see those photographs and may not have been aware, and getting the information through such a forum, you may also be driving and you are like what is this?”

He further said, “Then there are some of these companies that use social media badly when looking for traffic. You can just be a respectable person then they post crazy headlines so that people click on the links to see if it really happened. And it could be having pornography. So they look for traffic but what they are spreading is not good. He advised that people should be careful on what they post as it is going to affect someone.

A participant had the following to say; “On the side of pornography, I can say that is a choice. You may either watch those videos or leave them alone. Someone is posting funny pictures there you can ‘unfriend’ them. But the worst thing is when someone decides to tag you. Something negative. That one can injure your image and you start quarrelling with your wife and family members. Today we can do something here and within a short time that thing spreads all-over, the whole of Kenya. A participant

concluded by saying that it is better for those who are analogue like our parents not to use Internet because some of the information that is there is embarrassing for the elderly people.

3.2.10.7 Internet Addiction and Disposable Time

Internet addiction was said to be a factor that discouraged people from using the Internet. The following were some of the reactions from the participants;

- You are speaking to someone and they are not talking back. It annoys and I got mad and decided if this is Internet let it be.
- You find both for the married and youth this is a problem. They are brought food it even goes cold as they are chatting. You ask them now what is this you are chatting until the food goes cold on the table?. But one thing as a grown up my age is not that where we keep tags on each other with my wife. You can sit and chat with your phone I will not bother with you if we have eaten and don't need anything. Sit and chat. You have a brain, you know what you are doing. Those with a problem is the young generation. You see someone even in the car on phone. And they laugh alone. It's like a disease that is the only reason I do not like the Internet. It is a sickness, another cancer.
- What I don't like is there is pornography, and the addiction part of it. You stay for two three hours and you are like what is wrong with me? Then you get the phone, what is happening in BBC? what is happening in Nation? such that you are pressed by what is happening. If Munyasia doesn't write to me after a short while, 'Munyasia why are you quiet?' So addiction and how you react. You can go on Internet and search porn, Twitter search pornography, Google search porno it is there
- ... And social sites are addictive, instead of spending your time doing other things you are on social sites. And then there are the tribal groupings like Kikuyu or Luo that bring hate speech. Those things are bad
- You find someone spending like 300 shillings and they have to exhaust the bundles before it expires. So you find at 4 am someone is online. They do not sleep at night, they go to work and they are sleepy and not performing. The second thing is you can access anything, anytime, anywhere. So you find even if you are under eighteen, you can access things that are not for your age. Then it is very addictive, like taking alcohol. You know when you are addicted you cannot think. Even if you don't have money, you have to access Internet. Even if it means you will come from town to a place where there is free Wi-Fi, you will find a way to go there.
- People are using a lot of time in the Internet whereas that time could have been used to do something else that is more economical.

3.2.11 Issues Specific to Non-users

3.2.11.1 Why People do not Use the Internet

When participants who use the Internet were asked the reasons why some people do not use the Internet, a participant had the following to say “my mother on Facebook!

difficult sell - I am not saying it is difficult, it is impossible to convince my mother to come on Facebook. And then my sister she is just not into gadgets, she just doesn't like it. So she has a sharp phone (basic feature phone) and she is good with it. *Bora* communication (as long as there is communication). To her the phone is all about M-Pesa calling and SMS- what you note in that the participant think of Internet as social media only which is a challenge.

Following were the given reasons for people not using the Internet; age, cash, not motivated, lack of gadget and they believe it is for another generation. Another participant had the notion that when big phones falls down they are over and so she said she was okay with her basic phone that could not access the Internet since it did not get spoilt even after falling. "And then how will it be that I use a phone where I just do my fingers like this and it does stuff!" she posed

Another participant alluded to the issue of respect and perception of what is in the Internet. She argued that where she comes from her mother is enlightened and knows how to access the Internet. But the mother argues, "what you a have seen, your sister has seen then also me." She does not like that therefore she has decided not to use the Internet.

3.2.11.2 Reasons for not using the Internet by None Internet users

A participant who does not use the Internet had the following to say; "All those things, electricity, network, whatever are not a major problem, we already use credit. I use credit almost two hundred every day. You must put credit on your phone because you are working. So money for bundles is not a problem but what I really wanted to know is when I get into Internet and Facebook, what are the benefits. Because the cost of bundles is like the credit I buy daily for communication. Sometimes Ksh.200 daily for communication. And sometimes people write to me, I write back but am not in the Internet? Following is a list of reasons given for not using the Internet

- I do business , I have never used Internet I had an interest of learning and wanted to be taught.
- I don't know a lot about Internet but I know it is a way to communicate with people. You communicate with people who are outside. If you have a business it is one of the best thing in my understanding. For communication both for those near and far. Internet I understand is good and I really wanted to get it.
- First I do not have friends outside Kenya. I can communicate on my line and I was told it consumes a lot of money. I do not have interest since I am communicating unless I am given another perspective
- I was told it uses a lot of credit. So it is expensive in terms of credit.
- Mine is not knowing, credit is not a problem. Awareness on how to use Internet is a problem.
- I do not have a phone that is Internet activated

- Phone and money: But money is not a prime reason, when you get the phone the need will be there
- If I had a nice phone, I would use the Internet. Not to be left analogue.

3.2.13 School Laptop Project and Implications

The following were the reactions in relation to the School Laptop Project and children accessing Internet.

- Me I think in terms of Internet if they want to access anything from the Internet they should ask someone that is much older. For example their guardian through the phone. For example today if you just put your bundles on there are people who send you so many adverts that you do not even need, just wasting your time. So even as we are at it, would be nice to ask if we would like to get certain ads or to be able to access certain websites so that we protect the younger generation. If a child is below 18 the legal age they should not be accessing anything without permission.
- I will not lie, when I was growing up, and many of us when growing up, at a point we watched pornography, at a point we downloaded pornography, is that true or lies? But there is a point you reach and you see this thing is addictive and is taking me to a bad place. If you have grown decently you will leave it. So this person as they grow, they have their teachers and parents to teach them. How the parent guides them because they will see these things.
- So I believe as much as you want these children to be responsible, the more you restrict them the more they want to know why you stopping me. So what you need to tell them is that Let's talk about choices and choices have consequences. So what you choose today will affect you in future
- You see one thing people are talking about Google, and people in school like her, it is spoon-feeding people a lot. You see everything is there, you do not even struggle, pupils work online, you just copy paste people are not – Thinking
- I think I would say like she said restriction and also when it comes to Internet you do not let the kids stay on the Internet like 5 hours, 3 hours 'what are you doing?' you should be checking what they are doing. And then give them time to also go and play, become children. Because at least with us we were given that chance. That time there was no Internet. We cannot just say restrict but no one is trying to restrict. And we are not even restricting ourselves
- I was feeling maybe they should do some sensitisation. Charity begins at home. You as a parent talking the truth and letting these kids know the truth. Because most of the time these kids go astray when they are seeking information. And they get the information from the friends, these friends will tell them I Googled. My mum showed me to Google or my cousin showed me to Google and this kid goes and Google. The issue of the laptops to the kids I could say the information that is being installed in those laptops let the information be specific to the kids not that it is a laptop so they can access anything let it be specific so that it is important to them. Like for example the Longhorn publishers were here the other day, and they tried to show us what is installed in those laptops and it is

mostly in education In ICT. What they do in baby class, class one, primary, is what should be in the specific laptop. If it is quality what they are supposed to do I support.

- To add on what she has said, most of these moral issues they originate from the family. Like when I get home the kids will want to pick my phone and see and access a few things. The guardians and the parents and the elders should be the role models. Because if my son picks my phone he will want to Google I should check what have I Googled for the last several days. And he can click on each and everything will come on board. So if I have been on nasty sites then the child has direct access and know if my child is contaminated then know they will come and contaminate yours in school. They share this information. So the whole thing goes viral. So if at all the parents and the guardians will start setting the role models then I am sure in a way some of the challenges we have with the young generation will be not there. If my phone is always clean, nothing weird is on it the child will not find anything. By any chance if he or she spots such a thing the first thing is like let me confirm, is this right? So in a way we have a role to play. Because Internet is here and it is here to stay. It is to be the watchdogs by all means. Doing the right thing ourselves and then hoping that the Internet providers will also instil measures that deter children from accessing these other unnecessary stuff.

3.3 Kikuyu FGDs- Semi Urban

3.3.1 Factors determining Internet use

3.3.1.1 Motivations for Internet Use

Several motivations for the use of Internet were highlighted. Below are some of the highlights from the women only FGD;

- I am a real estate agent. Sometimes I want to send many letters to tenants or their bills. Before we used to write letters, take them to the post office etc... but now we just use the Internet and get prompt response, which is much cheaper. However, we are teaching ourselves how to use these things which is challenging particularly for women who are using via mobile phones since Cybers are not convenient and we do not have laptops at home.
- You see the time Internet arrived in Kenya, I had people outside the country ie Communication, making calls was very expensive- it has become cheaper now. Using email, you just sit on your computer and communicate with the other person. You talk, and it is not expensive. It is easier and cheap now.
- In business, you sometimes want to display the prices of what you are selling. You can use the Internet to communicate. It makes things to be cheaper and faster. It is convenient to use the Internet and you get your response immediately. Not things to be sent via Post Office or that you will receive a call later for approval.
- I make beads and therefore I use the Internet so that I can get customers.
- Nowadays Madam in church, nobody carries the bible. We do not have very good phones but they are handy. When the preacher is preaching and asks for a particular verse, we search through the online bible. The paper bible will be forgotten.
- For me every morning I have to read the bible online. When I wake up around 5am, I do my lessons. Then I open WhatsApp to see if there is a message and that consumes bundles. You must have bundles. If I do not have money, I get a loan from “*Safaricom okoa jahazi*”⁴ Then I continue.
- I normally go to You tube to watch the American elections. So am using Youtube, I look at American politics, if I want to know anything about local news and am late to watch, then I use Youtube.
- If I have a health issue and I tell them (children), they Google very fast and a solution (cure) is found. Everything you Google. My daughter was suffering from something they called endometriosis. When we Googled, we found so many women in Kenya suffering from the same. They even have a forum. You think it is a disease that will kill. But you find people who have lived with it for over 10 years. They detail what they did , what they eat etc and you learn from them. So for me using the Internet has been the best doctor and best teacher. All the information is

⁴ A product by Safaricom where subscribers are given airtime credit based on usage repayable in 5 days at 10% interest rate

here. We are still learning slowly by slowly particularly through our children. I have become an addict. At night when I do not have sleep, I log into the Internet. With Internet, you can read anything using your mobile phone. The whole world is here.

- There are many sites I can go to. Like farmers have their own sites. You can learn from them. Some of the methods are not in Kenya. You can tap it from outside and bring it here. So I have seen it helps in many ways. For instance yesterday, I have a child in the house who has colic. I was wondering what to do, but the mother Googled and immediately we had information on what we could give the baby. We bought the medicine and the baby slept well. I see that phones do work. My phone fell and broke so I only have this. I feel like a patient since I cannot access the Internet as I would want to. I cannot do anything. At night I normally go to inspirations sites. Bible verses that have been shared. Sometimes we pray together with people in different groups (WhatsApp) where we pray for each other. I am in many sites and they are all very helpful.
- Everything we are doing this things is in Internet. Including our businesses. Even this women who are buying their children phones with access to Internet is with the aim to make them knowledgeable and give them advantages that they did not have.
- If I go to the Internet, I check designs. I have done a design course. I check from the Internet if I can get some contracts. Then we form into groups. So the Internet helps with my business. Sometimes what I am not sure, I check in the Internet to understand better.

In the men only FGD, following were the comments in relation to the motivations to use the Internet;

- I find the Internet to be very interesting because it has made communication to be very easy. Another thing I have found good with the Internet is that I am able now to save some money in my Safaricom account, I am able to withdraw money and consume it through the services in the Internet.
- When you have the Internet, it has made the whole globe to be in one location. For instance everybody has been able to follow the elections in the USA. I also use the Internet in my studies. Some books were extremely expensive to buy, but I used the Internet to access these books. Thirdly, when I access the social media sites considering that I am in construction industry, I tend to market and advertise myself.
- I love politics and research in politics. I am able to monitor what is happening using the Internet.

3.3.1.2 Knowledge and Awareness of Internet

The participants were very knowledgeable about the Internet, its uses and the potentials. They used the Internet for diverse reasons as discussed below.

3.3.2 Main Uses of Internet

- I normally use it to buy goods. I have a site like *Jumuia* Kenya. If you click something that you want to buy, it activates a link and they deliver in 3 days. Secondly as a politician, I normally use the Internet to communicate with my people. We have some political pages, WhatsApp groups that we use. Also I use the Internet to communicate with people in relation to church matters etc.
- One is interaction with people, updates on what is happening. If I want to get something I send a request via Facebook and WhatsApp. I Google, I like football. I find out what is happening through news.
- Information and communication. For entertainment the most common sites I visit is Youtube because I get entertained. Then for communication, I normally login into my gmail account on daily basis. I also do a lot of Facebook, massager etc. I send a lot of messages everyday.

3.3.3 Factors Influencing Choice of Service Provider

Participants were mainly using Safaricom and Airtel. Several factors that influenced the choice of the service provider were discussed as shown below;

- You have to look for what is favoring you. If I have two lines. I will have to weigh which line is favoring me. Before I made a decision to go to Airtel I had to compare between Safaricom and Aitel. Then I realized that Aitel was giving me with certain amount of money, free Internet, free SMSs, and free minutes to calls. So I have to go for what is favoring me. In the long last, I do not want to spend more money. So I will still go for the offer.
- I have Airtel and Safaricom. But Airtel network discourages, that is the reason why I do not use it. You go to some places and the network is down hence communication is down. For that reason, I do not use it.
- You can miss Safaricom network but Airtel is on. Hence it becomes an alternative. Their Internet is very slow while Safaricom is fast. When I open those Youtubes on America using Aitel, it is very slow and you end up spending more money.
- When it comes to credit, for voice communication, Airtel is cheaper. They even give you airtime for communication. But this happens after midnight and by the time you use it has expired.
- I do not have much to do with Airtel. They have not done good marketing like Safaricom.
- When you put credit of Ksh. 20 on Airtel, you get bonus for WhatsApp, but for Safaricom you must have used above Ksh.60. If you put Ksh. 300, you get 300MB bonus. Even for bundles, it does not consume as much as Safaricom. But if you are surfing, you wait for a long time before the page displays. Because of that I prefer Safaricom.
- I use Safaricom for many things. I sometimes go to the Cyber. I use Airtel too.
- If I compare the Aitel money by Airtel and Mpesa by Safaricom, I take advantage of Airtel because I can send money to any Airtel user. If I compare the Internet services offered by Airtel with that of Safaricom, Safaricom is relatively cheaper.
- I use Safaricom but I have an Airtel line that I do not use much.
- I use Safaricom, but the last two months I have been using Aitel.
- My service provider is Safaricom. I have never used Airtel.

3.3.4 Public Internet and Free Wi-Fi

When participants were asked which option they would choose between going to a cyber and the place where Internet was offered for free, one participant said he would go to the one that is offered for free. Another participant said he would go where there is quality. He noted that sometimes some of this Wi-Fi being offered for free had very low speed, a person ending up doing nothing. He continued to say that there are about three hotels in Kikuyu that offered free Wi-Fi, but you end up being frustrated than going to a place that you are paying. Therefore to him convenient was very important and he would rather spend money and get quality. “You go to places that have free Internet but the connection is very weak. So you prefer somewhere you are paying and it is sensible than somewhere with free Wi-Fi and it is not working.”

A participant indicated that the place where we were conducting the FGD, which is a government office once offered free Internet to the public and she used to use it, but it was disconnected due to financial challenges.

With regard to free Internet offered in hotels, a lady participant indicated that for a person to use the Internet, they must have a password and in addition not everyone goes to pubs. Another participant added that at Kenchic, a fast food place, there was free Internet. Another participant indicated that there were also some *matatus* (public transport) that used to have. Probed as to whether you would go to the stage and wait for those specific *matatus*, she categorically said no. Another participant added that in those buses, they have put password on the sides, but when you put the password, you do not always log in.

A male participant indicated that there were executive *Kinyozis* (*barber shops*) where one could get free Internet and some restaurants where he drunk or enjoyed meals, as he accessed Internet. “I think different business people have realized that for people to go there, there must be something attracting customers to you. There are so many restaurants and *matatus* that have free access WI-FI. I think many of us, you can't tell me that you would board a *matatus* without free Wi-Fi given the option of one with free WI-FI and you have a phone that can access Internet.” Argued a participant. Another participant added, “as for me I know near Nairobi University, Internet is free so I go there and seat. ... Internet is a matter of knowing where to go. In Nairobi there are places I go. Even here in Kikuyu there are other options. I do not have to go to shave my hair at a specific place for Internet. there are also cybers.”

3.3.5 Use of Cyber Cafes

About 5 participants in the male FGD were using cyber Cafes. Non of the women participant was using a cyber cafes.

Security of the Internet in cyber cafes was mentioned as a challenge and hindrance. Another participant indicated that cyber cafes were very few. A participant argued that there is a generation that is not well versed with Internet use on their phones, but they but went to cybercafés. He however noted that for the rural Kenyans, there are some

rural areas in this part of the world you find that due to lack of cyber cafes or Internet café, they do not have places that they can go to access the Internet.

3.3.6 Zero-rated Services and Products

In the women FGD, no one was aware of zero-rated services by Airtel. When asked about zero-rated services, they talked of Safaricom's bonus that they called entries. A participant indicated that she gets up to 100 entries and benefits from promotions when they come.

In the men FGD, they were aware of zero-rated services. When asked if they took advantage of promotional bundles and airtime offered by Safaricom or Airtel, a participant said that Airtel had a product called 'unliminet' that was very familiar to them and they were using it. "Like for me I buy airtime worth Ksh 100 every day and then convert to 'unliminet' they give me 300MB to last for 24 hours. So I find it to be very convenient." Two other participants indicated that they too took advantage of the offer.

A participant explained how he accesses Internet for free because he uses Airtel. He indicated that when you buy 'unliminet' package for a certain amount and you finish the bundles they still give you some sites such as Facebook, WhatsApp and Twitter for free for the period that you had picked. Maybe it was 7 days, or even a month. Another participant said that he was in the process of shifting from Safaricom to Airtel because his friends were telling him that 'unliminet' was better. "Considering the airtime I use, I am missing out than expected," he said.

A participant indicated that with Safaricom, you can take advantage of stori bonus. If you bought Ksh. 70 Airtime you receive 76 data MB and 66 free *stori bonus*. He argued that you will have communicated with Ksh. 70 bob and have also gained a lot of MBs from the same money.

3.3.7 Usage if Internet was Free

There were mixed reactions to the issue of Internet being free. A participant said that the one who is on charge for Internet must do some limits to the users if was free. Participants said that they would use the Internet more if it was free. Below are some of the things they would do.

- If it was free, I will have more benefits without using my money. I will visit more sites. I will focus more where there are waves of Internet like Airtel and Safaricom. I will visit Facebook, WhatsApp, Twitter all of those.
- If the Internet was free I will save that money and do other things. Then I will spend more time on the Internet than I do because am limited by bundles. My data is not always on everyday. I switch it on and off. But now if the Internet was free, it will ever be on.

- Myself I do not use Internet daily. I just use for some instances. If Internet was given for free what I will be taking advantage of is downloading some music.
- I use Internet for about 6 hours a day. If it was free I will spend more time. I frequently switch off my data because if I go the whole day I will spend more. So I usually do bits by bits. But if it is free, I would use frequently.
- I normally visit political sites. If it was free, I will be able to access other sites and know what is happening. Like a day like today, if it was free, I will be able to follow minute by minute what is happening in the USA.
- And being that it is money, there is some limit that I go to. But if it was free, I will be cool in many other ways. I like accessing other peoples' blog sites. But when you access using your Mbs/bundles, it is a hustle. But with free Internet I think I will get to know much, I will get to learn a lot, I will get to know much. The connectivity will still increase and even letting people know who you are. Letting them know what I can do will be more than what I do now.
- Money limits my access. If for sure it was free, then I will be able to access many things. Like I can go for the Facebook, Twitter and so on.
- Personally I spent Ksh 50 per week. And that is mainly in two places. Whatstapp and maybe getting football updates. If it was free, I will be getting news in politics, maybe access other sites like Facebook and know more on the Internet than now.
- Let me say I use 200, which is a total of Ksh. 6000. If the Internet was free I could save 6000 and that will help me access more Internet because the Ksh. 6,000 limits my access not to go beyond that.

3.3.8 *Most Visited Sites*

A female participant had the following to say when asked about the sites she visited "...if you ask me the sites I visit, it is all based on the time and what I want. As per the site it is all based on the need at that particular point. Women are like that...debating. Women are busy and go to the Internet for very specific information. For me, I am in leadership. I must be on WhatsApp most of the time. I Google because I find Google to be very helpful especially in terms of diseases. Facebook is not too much. You just pass through sites based on what I need." Other participants indicated that they mostly visited the following sites;

- Facebook and WhatsApp
- For information, common platform is Google, Wikipedia, and dogfil
- Internet, Skype, WhatsApp, Facebook
- WhatsApp and Facebook
- Facebook and WhatsApp.
- Bible lessons, some inspiration messages
- Google, Facebook, Bible and newspapers
- WhatsApp and Facebook, yahoo

3.3.9 *Diversity in Content and Time Spent on Various Content*

The content accessed by the participants was very diverse as their motivation for Internet usage and the sites they visits shows. The participants extensively used the Internet for religious matters.

Participants discovered new content through friends who send links via WhatsApp or Facebook. They also Googled for new content.

3.3.10 *Gender and Household Dynamics*

As to whether gender influenced the usage of Internet, participants had the following to say;

- ” if women want to use the Internet, woman in the village will not do that. Fear stops them from doing some things. For instance a women in the village even if she wanted to use a cyber she will not do that. Imagine being in the cyber at 7pm and you are expected to be at home cooking, taking care of cows etc. even if you have a child abroad and you want to communicate with them, it becomes very difficult. Because once at home there will be fights and noise. Culture is still playing a role. While I do not say that they should go past the men, since in the bible it is not even allowed, but they should be given equal opportunities since what men can do, women can do better.
- I think men have more access to Internet than women. That is what I found because most of the time you find that men are able to afford good phones apart from the literate women who are working or who happens to come from urban areas. If you go to the rural areas, you will find that most of the phones that women use are those that cannot access the Internet and as it has been previously said, if you are not able to have a good phone considering that majority of Kenyans use phones to access the Internet; So if you do not have a phone that can do that, then you are locked from the Internet world.
- I think age also matters. For men in their forties, there are more men accessing the Internet than women. For the youth, the number of men could equal that of women.
- Talking about age, I have a younger brother. Thinking that I know much about the Internet,.... Some things am taught by him. I do not know how they are able to access more sites than us. I just do not know. The age differences plays a role, he knows more than me.”

3.3.10 *Limitations of Internet Use*

Some of the limitations to Internet use mentioned are awareness, affordability, gadgets, and gender issues. Culture was also mentioned to play a role particularly in the rural areas but not significant. Lack of interest was also mentioned as limiting. Details of the responses are given below;

3.3.10.1. *Internet Cost and Affordability*

The cost of being online was viewed to be relatively high. A participant had the

following to say; “ In my village, there are women who are educated. But they do not even make use of that education. They are casual laborers in other peoples’ *shambas (land)*. That really challenges me, she is educated up to form four and the best they can do is earn Ksh. 200 per day through casual labour. If they normally go for casual labour to be paid Ksh. 200, can they then put that money on their phones for Internet access? Or to make calls?”

3.3.10.2 Internet Enabled Devices

While some participants felt that lack of Internet enabled devices was a hindrance, “When you look at the phone that the people are using, I think that is one reason. And most people access the Internet through their phones.” The view was not shared by all participants though. “Phones is not the issue. Some have better phones than the one we have. Every one has a touch phone. With Ksh. 2,000 you can afford to have a touch (smart phone).” However, the two participants agreed that awareness and knowledge were main challenges

3.3.10.3 Network and Quality of Internet Services

Slow Internet connectivity was seen to be a hindrance to Internet use. A participant said that in his rural home, he gets bored due to the duration it takes to load a page regardless of the service provider he was using. He argued that any user particularly new one would get discouraged and not again.

3.3.10.4 Knowledge and Skills to use the Internet

Awareness and skills were considered to be limiting factors. “Some people are not literate. So knowing what is happening when they Google or go to the Internet, becomes difficult for them.” Another participant said “Old and those of my age, they do not know those sites, awareness. I think that some people do not have the experience of going into the Internet to access it. What is making us knowledgeable, are this children of ours.”

➤ “In our time when I went to school in 1975, there were no computers or mobile phones. We have come to learn about them much later and we train ourselves with many challenges. Sometimes you get to the computer and feel like you are not seeing. Not sure if it is the age and if it affects everyone. I do not know what is happening. Lack of knowledge has been a challenge. We need more knowledge. Our grand children are the one that are starting to learn some computer. We should get a chance to understand what the Internet is and the advantages through civic education. As a woman leader, that is what I can say.”

3.3.10.5 Security and Privacy

Security and privacy interferences were considered to be limiting factors. A participant was concerned that her yahoo email account had been hacked and she feared her reputation being messed. Another female participant had the following to say; “Even though my phone looks small I am able to watch Youtube. It also has Facebook though I have now stopped using Facebook. They have started abusing me and I am not even

aspiring for any political seat like my sister here. My brother is in politics (Kikuyu Member of Parliament) so when they see the name, it becomes a fight. I then withdrew from Facebook. Then I said that I will use this phone because I do not want WhatsApp too since it is making my pressure to rise.”

A participant said that when the government sets some very harsh policies regarding the use of the Internet for example that you cannot send some type of messages using the computer, people fear using the Internet because they may be captured in the process.

Another participant said that there is a lot of cybercrime so you do some things people get your information. He mentioned through the Internet, some one could communicate and maybe you give them your bank details and they remove money from your account.

3.3.10.7 Disposable Time and Interest

In adequate time to access the Internet was seen to be a hindrance. A participant said that small children knew how to use touch phones than her because they had more time. “For me I have to think about my business. My house is also waiting for me even though I do not have young children. Women have no interest in many things”. She father said that as a woman leader, she had noted that women have no time to start finding out what is Google, what is Facebook etc. They always have other important things to do other than the Internet.

3.3.11 Issues specific to Non-users

3.3.11.1 Why People do not Use the Internet

Following were the reasons the participants gave for not using the Internet;

- I do not use because I have nothing to do in the Internet. (one of the two women non-users)
- It is mainly lack of knowledge and awareness. Women are cowards. I deal with all type of women. We fear using the machines. Some have vey good machines and have the knowledge, but they do not want to take a risk. Women do not want stress. You could even go the cyber across and you will find a very learned woman, smart women in all aspects, but she does not know how to operate her gadget. We do not want to show people that we do not know.
- I can say that the age matters. You find that people of particular age are the ones that uses the Internet mostly. The youth are the one using the Internet while old people do not understand much about the Internet because their main purpose is to communicate. You will find like my grandmother and my cousin are physically challenged hence they do not use the Internet but they use the phone. They have interest to access the Internet but they cannot see.

- What I can say is that the technology itself has not been interpreted to the people. So it should be well communicated to them. There should be awareness that informs people what is new in the technology for them to tune in and access the possibilities in the Internet. Awareness should be put in place so that people can be reached with by technology to solve problems.

3.3.12 School Laptop Project and Implications

With regard to the school laptop project, participants had the following to say;

- It is going to be very helpful. Internet has both positive and negative content. My worry is, most of us have grandchildren already. If you look at the generation of our kids, our youth, this thing has advantages and disadvantages. Some of the sites they are visiting and the things they read and learn from there are horrible. I was asking myself. This Internet, are there some sites that they will make inaccessible to our children? The way we brought up our kids, we always know what they are accessing. There are some things we always hid from them. For instance if one got a child, she will tell the other older kids that she bought them. Then they will know the truth when they are a bit grown and they will understand. Yes, it is true generations will come and go, my worry now is, if children in nursery have access to all this information, then what?. I have a grand child who is one year four months... he understands this phone very well. If you keep this phone here and you place a "Kaduda" here, he will go for this one. My worry is if they already know the difference and can navigate through the phone and through away the "Kaduda", where is the world going?
- Children access strange sites. They get your phone, use your bundles and even borrow more bundles. You find your phone is empty.
- But you find that Internet is becoming a tool of easy and convenient way of accessing information. And we cannot deny that times are changing and that if Internet is positively used by our children, it can impact their lives for the better. The same if it is negatively used just as they say fire is a good servant but a bad master so that is the same way so Internet if it is utilized the way it should, it is going to be helpful to our children. But if it is used in the wrong way, probably we will need some fire fighting gadgets to make sure that we bring an end to what is a head of us.

3.4 Kikuyu Nachu FGDs - Rural

3.4.1 Factors determining Internet use

3.4.1.1 Motivations for Internet Use

Participants had different motivations for Internet use. This included passing information about the surrounding issues and communicating with friends. This was done mainly through Facebook and WhatsApp. A participant indicated that apart from communication, she Googles to find out what is going on in the world and sometimes Internet kept her busy. Another participant indicated that Internet helps when searching for items to buy and it is good when betting. Following are some of the responses;

- It is a fast way of communicating and getting information. Through betting and the site of SportPesa you will find yourself getting rich. If you use a hundred you wake up with money if God blesses your bet.
- For navigation - If you have gone far and you don't know where you are. Let's say you are in Ruthigiti and at Ruthigiti you do not know which road will take you to Nairobi. You go to Google to get directions.

3.4.1.2 Knowledge and Awareness of Internet

Participants particularly those who used the Internet had solid knowledge about the Internet. A participant argued that information is power and from the Internet we get information and by extension power. He found it to be educative. "... if you do not have resources and you don't have time it is very hard for you to go and buy a book worth one thousand. Yet you can just go to Internet to search for the thing you want. Internet is like a machine, it makes things easier and it is all about information. Information is power and anyone who controls information controls power. So it's like a school. You can call it a primary school, a secondary school and a university. I think you can search for anything. But it is still a necessary evil. You can spread anything through the Internet. But when you look at the benefits, they are more than the harm."

3.4.1 Main Uses of Internet

- To communicate.
- To send messages to friends and get to know about what is happening, our surrounding and the country itself.
- To take pictures like when we are here and post on Facebook
- For betting in Sportpesa
- For information, exploring and learning about politics
- Searching for Jobs

- To download songs.
- To know how politics is going abroad and locally; betting and entertainment
- Internet is educating. When you want to get anything you just go you Google.
- It reduces idleness. You just take your phone and go to the sites.

3.4.3 Factors Influencing Choice of Service Provider

Participants used phones as the primary access mode to the Internet. One person used a laptop and connected using a modem or tethered from his phone. All the participants had a Safaricom line. Some had Orange and Airtel line too. A participant said “ I use Safaricom and Orange. I have used Internet for 10 years. Safaricom is what I have used for long and this is the second year with Orange.” A participant said that he took advantage *bonga points* from Safaricom. While he new that Airtel had many promotions, he found the network to be slow.

3.2.4 Public Internet and Free Wi-Fi

Participants indicated that it was very rare to find places where Internet was offered for free in that locality. The only place where Internet was said to be free had an interesting concept whereby you had to share your Wi-Fi for you to access the free network. “About free Wi-Fi, unless it's open, it is very rare. ...Like you have your own Wi-Fi, then you expose the password. It's called big cloud. So anybody can share your Wi-Fi as long as you are within distance.” A participant said that there was one particular bus he once used to commute from Kikuyu to Nairobi with free Wi-Fi.

3.4.4.1 Use of Cyber

The participants indicated that there were no Cybers in Nachu.

3.4.5 Zero-rated Services and Products

When asked about zero-rated services, a participant said that they had heard about them but they were not available in Nachu.

3.4.6 Most Visited Sites

Social sites were the most visited. They includes: Facebook, WhatsApp, google, YouTube, SportPesa, WorkTrade, Tubidi (for downloading music) and Instagram. They also used yahoo and gmail email accounts.

For the non-Internet users, they used their phones to make and receive calls, to send and receive messages and Mpesa services.

3.4.7. Diversity in Content and Time Spent on Various Content

The content accessed was not diverse. The participants visited social sites mainly.

Betting was very common too. The participants discovered new content through Google and friends.

3.4.8 Gender and Household Dynamics

Participants felt that use of mobile devices could cause tension in the household. It led to conflicts when it was addictive. Another participant said, “I live in a plot so I hear family wrangles. There are family breaking ups just because the wife is not concentrating on looking after... and caught chatting with other guys.”

When asked if there are reasons that could make women not be able to use the Internet or phone as much as the men, a participant responded that things like Facebook can bring things that are not good. Pointing at the other two elderly women, she said that there were some things that are found in the Internet that are not good. “Sometimes even when you want, you just cannot cope with the “ bad” information and pictures found there. People open Facebook then they close because of such information. Also people watch bad videos. This makes women to just opt out even when they want.”

Another participant who did not use the Internet added “People use the Internet to abuse others, which discourages usage. For instance there is a time we had a meeting here at the Thogoto Teachers Polytechnic. They were abusing our leader even as he was addressing us. The leader told us that he was being abused on Facebook. He read the messages to us. Those activities make us not feel good. And he had called so many people from the grass root level to assist them. There are many challenges but we cannot entertain abuse on phone.”

3.4.9 Limitations of Internet Use

Of those who were not using the Internet, four had some information about what the Internet is all about. Diverse challenges such as lack of Internet enabled gadgets, time and unreliable network hindered them from using it. This factors are discussed below;

3.4.9.1. Internet Cost and Affordability

A participant who is a pre-unit teacher and knowledgeable about the Internet but did not use indicated that the money she was earning made it impossible to use the Internet considering that she had other financial obligations. A participant indicated that he could only spend Ksh.20 per day which he divided between Facebook and WhatsApp.

Another participant had the following to say, “you see what you work for is only enough to eat for the day and you wake up the next day to start all over again. So you don't get extra for surfing. It would be nice if people get that free Internet because people would be able to Google. You are looking for money for today tomorrow you start all over again.”

3.4.9.2 Internet enabled devices

Lack of Internet enabled gadgets were cited as hindrances to the use of Internet. “If your phone cannot access Internet, you will not access it. Most of the time, when you see people, may be in my family they are not using the Internet it is because of their phone. If your phone can enter Internet you will be interested to go into the Internet”. Another participant added, “And you will be attracted if you hear we normally communicate with someone who is far away, on Facebook. So when you get that phone that is Internet enabled you will also strive.” Another participant complained that she had a phone that had not even finished three months but she had been told that the phone could not access the Internet contrary to what she expected when buying it.

3.4.9.3 Network and Quality of Internet Services

A participant who did not use the Internet indicated that for those who were interested in using the Internet, she knew it was good for looking for work, knowing what was going on and to communicate. When she was asked why then she did not use the Internet, she said, “...Let me tell you, our place there is a problem of network. So even if you find I am on WhatsApp it's only for a few minutes when I have got outside my home. ... Once I get in the house no more phones.”

3.4.9.4 Literacy and Skills to use the Internet

A participant indicated that people in that area had low literacy levels. He added, “Most people cannot write. Even texting is difficult. For that person to go and Google something, it is very hard, it is like a waste of time.”

3.4.9.5 Security and Privacy

On whether there was a problem of security and if people moved around with their Internet enabled gadgets including laptops, a participant said that there were no cases of insecurity not unless at night which was also rare. He indicated that there was fear of being tracked.

Participants were however concerned with online security. “If you go to OLX you will find a lot of things there. Everything you want to buy you will find it affordable and you will know where it is. So you will not go window-shopping to look for something. ...But at the same time there are conmen and fraud in OLX. Internet gets you robbed if you are not clever. If you are told send a little money because the car is at a certain place, you are robbed. So in a way, you benefit, and the benefits are 80% and the other is 20%.” A participant said.

On whether they found their privacy interfered with on the Internet, a participant

indicated that it depends with what you watch and your security settings like in Facebook as the administrator of the account, one could control it if they kept things private. Another participant was concerned with Facebook hacking, whereby some people hack your Facebook account and put materials that will irk other people.

3.4.9.6 Disposable Time and Interest

Participants indicated that getting free time to access the Internet was a challenge. “You can't compare someone who is doing manual work with someone who is in an office. The person who is doing manual work has less time to take the phone and use Internet. Someone who is doing an office job has more time. When you are not busy you just take your phone and keep yourself busy.” He linked this challenge to limited education which dictated the kind of job people had. Another participant said, “ We normally get to the Internet when there is no much work. Sometimes there is a lot of work. You see like the whole of this week I have not gotten into the net. Too many hustles, you have stuff to do. So you cannot get much time in a week, Sometimes only five minutes and that's when you Google.”

A respondent said that things that can make women not to use the Internet is that Women are too busy in *shambas* and taking care of children. Also most women have no interest coupled with the fact that they were not using Internet for business. “...they do not use it for business. If it was business then they will Google. People here have not given much thought to use of Internet” When probed about the reason for that, a participant said that it was mainly lack of interest.

The transcript below shows the response from one of the participants whose wife was also one of the participant. They have been married for 4 years and have two young children

Now coming to you, you said that your phone can even access Internet, but you do not want anything to do with Internet? No, It is the business that I have that discourages usage. I carry people from place to place, hence cannot start using the Internet since it will affect the business. It can also lead to misfortunes/accidents. However, my wife is there and she uses it so she can tell you more. **So your business cannot allow?.** By the time you get to the house... you are tired and just need to eat and sleep. **What is your job?** I operate a *matatu*⁵. So I have to be focused when working. **She does not tell you what she does on the Internet?.** No... you can ask her. I do not bother to find out what she does. I do not have time to ask what she does on the Internet since my thoughts are on my work the following day. **Are you the one who has bought her the phone she uses?** Yes. **You give her money for airtime too?** Yes, I do. What we have seen in some parts, and please correct me if I am wrong. **You will find that a man will buy a phone for the wife, then she dictates the usage. You called who, sees messages and want to find out where it came from.** Yes, that is a main source of conflict for many houses but not mine. **How is it for you?** Am not

⁵ Small mini buses for ferrying passengers

bothered. Her phone is her phone. Mine is mine. Even if it rings, she will not pick it, but will look for me. Even messages no one bothers in the other persons phone.

3.4.9.7 Internet Enabled Phone Battery Consumption

Participants indicated that although electricity in the households was not a challenge due to the 'Stima Mashinani' (grassroots electricity) initiative, their mobile phones could not maintain charge for a whole day. A participant said, "One thing that is frustrating about the Internet is that it consumes the battery charge so fast. If you have a smartphone phone then you need to have a power bank. If you are the kind of person who when you are Idle you go online, it is a problem. When I want to bet I go somewhere where there is charge then I do the analysis of the game then I bet. So if I go now and take it right now I will not finish cause Internet consumes a lot of charge." A participant further indicated that for him who is a driver he does not just stick at home. He is always mobile and therefore he could not stay without a charger in the car because Internet consumes power.

3.4.9.8 Inappropriate Content

A participant who did not use the Internet noted that while with the Internet, one could work for a person who was outside the country and talk to people in far places like Dubai, in the process people circulated bad (inappropriate) information which discouraged her from using. The participants indicated that they would find the Internet more helpful if the content being accessed was more regulated. They were concerned with the content that their children were accessing and would access with the increase in Internet access. Following were some of the sentiments;

- **What have you heard yourself?** As I said, I have used the Internet on and off. Sometimes you get information that you had not expected. This kills your interest. But also you get good information that motivates you. It has advantages and disadvantages. **For the Internet to be more widely used and for you to develop the Interest, what would you want changed?** It is the bad information in the Internet ie pictures. If they can remove, them I will find it useful especially for the business.
- **What would you say about the Internet?** Just as they have said, Internet has a lot of information including the activities of alshabab etc. You find children accessing this information. Not good content for the young people. Internet is not bad, but some content should be done away with. Content should be reviewed.
- **For Internet to be used and be used in the best way possible, what needs to be put in place to motivate people to use?** Ours kids are using the Internet and bad content and some are still in schools. They sometimes access the inappropriate information. The information going to the Internet should be controlled.
- The youth should be well informed. Some schools do not allow children to use phone in schools to avoid access to this kind of content. If this inappropriate content can be removed, then that will be good.
- A woman like me, I can use the Internet for productive activities. We have heard through the radio about the usefulness of the Internet. There is a lot of information that can inform farmers. If the bad content can be removed, that would be great.

- We have kids at home. Sometimes the parent has no interest and the children are addicted to the Internet. And sometimes to the wrong information. This discourages the parents more. Under 18 are more focused on pornography information.

3.4.10 Issues specific to Non-users

Below are some of the responses from those who were not using the Internet.

- **So you have heard what Internet does but not used?.** Yes, I have not used. But it is because of the phone. ...I have a phone that I bought... I thought It had Internet but realized later that it does not have. I only managed to open Facebook. You know this fake phones from china. **So you use Facebook?** I tried to see how to open Facebook but I am having problems with the phone too.
- **What about you, what have you heard?** I have heard of Internet, even Facebook. I had joined Facebook then somehow I found that I got out. **Why did you get out?** No real reasons. I lacked time to chat with my friends and then forgot about it... Mainly due to time issues. **So you used to go buy bundles and put on the phone?** Yes. I just became busy, little time and tired with other work to create time for Internet...
- For me, I have not used, but I have heard that Internet has many things such as social media. My sister normally opens hers and I observe. But I have not used Facebook and WhatsApp. **Why have you not used?** It is mainly lack of interest. But if I bought a better phone, touch screen, then I could use. **So the issue is the phone?** Yes, the phone too but mainly it is interest.
- I have never used Internet. **Why...** I have Internet on my phone, but have no interest. It is lack of time and interest. **So it is interest?** Yes. **And you know things in the Internet?** No.... because I have not used. But you can tell me.
- Have not used the Internet. My phone is the old ones and never bought one that can use Internet.
- I have heard of WhatsApp, and opera mini etc but do not know how they work. **Is it lack of interest, money or phone.** The issue is mainly the phone.

3.4.11 If Internet was free

The following hypothetical question was asked to the participants: **Let's say the money is enough and even exceeds your daily needs. What would you do when you get into the Internet?** The following were the responses;

- I will watch Movies everything. Entertainment, talk to my friends without checking bundles getting finished, sometimes you go to download a song and you only get half. Rest of the money you do not have.
- If you don't give people information you deny them power. Even our youth are idle they can use that time to themselves. Even the farmers can use the Internet to market their produce. Like here we have farmers who have eggs but they do not have a market. They do not have the Internet. They just have those phones like 'mulika mwizi' but if they knew what Internet can do for them they would use.

It is the most important thing that we can have at this time because we are saying we are digital but we are so analogue.

- It can be much easier for me. My friends and I do catering for different occasions. I miss a lot because of lack of network. So if it is there I will have many opportunities.
- I would change my job. I will look for something else better than what I am doing now.
- I can adventure, I can go places when I am seated here. I can go to America, whereas I am here. I can do lot things if Internet can be free. Even I can motivate others and do marketing. And it can also promote my work.
- In Internet you always get good and more valuable dating tips, quotes you want to impress maybe your girlfriend or boyfriend. Quotes for birthday and quotes for Christmas. Sometimes with our level of education it is hard to phrase a quote that will impress someone so you have to Google to earn mapenzi (love) points.
- I think I can be rich. Because when I am betting I go picking but if I had a good phone, then I will do a more comparison head to head and see this is what happened here and this is what happened there so when am betting I have an idea. And that can make me richer.
- Through Internet you can also link with other groups and association that are doing everything to improve the life of the population and make everything better. Through Internet you can even get maybe a sponsor to supply, maybe people who can erect water points, tanks , start children's homes for orphans but without Internet how can you get someone that maybe is in china or America? You can join other groups that are there to help.

3.4.12 School Laptop Project and Implications

In relation to the introduction of computers in primary schools, the participants had the following thoughts with regard to their kids using Internet

- At this time when the government is bringing laptops, the kids will be looking at phones and checking what they are told by others. When you take a kid they have the teacher who teaches them and they have the kid they go to school with being their teacher. So they will learn from fellow kids things they did not know. And if they are told 'Daddy bought me a phone I play this game and I see...' you will hear it. In one way or another there is a fight right now. I have not seen it at my place because I have been strict. They do not play with my phone else they spoil since I do not have another to work with. So it will be a problem with kids. Then they will also get to learn other things. If a kid comes with positive things it will be a benefit if they come with something negative it will be bad.
- I also think that if we have free Internet then we will have more geniuses because children are just curious, they just want to know things. May be when a boy or a girl sees something like a laptop or a car they just want to discover how it works. If you were

given that chance when you were small, you would be a better person right now. Yes negative things we can prevent. The negatives side is bad but we can prevent, we can control the content that they are accessing. But for the good things, you just let them explore their minds so we can have more geniuses in the future.

3.4.13.1 Internet Access by Under 18

The researchers noted the deep concern by the participants particularly those who were not using the Internet over their under 18 school going children accessing the Internet. This led to the following discussion;

You have told me that your phones are old models and cannot access the Internet. How are you kids able to access the Internet then? Our kids are more knowledgeable than us. They buy sophisticated phones. They do not like simple phones

Are we the ones buying for them this phones or where are they getting the money to buy this phones? We are not buying for them these phones and no parent would do that to a student. You just find them with phones. Do not know where they are getting them. Some times it is the pocket money that they are given that they accumulate. Exactly, the participants' concurred.

They save, they even sacrifice. Peer pressure plays a role too. If my friends have, I should have. So they save for that. ***So in schools, children are saving money not to buy chocolates and Maandazi as we did, but to buy phones?*** Yes, then they compete among themselves and get better phones than their parents who have no interest in the Internet. They start accessing varied sites. When the parents discover that, they get even more disoriented about the Internet. They even use Bonga points and go for phones from Safaricom. Also some parents are rich and translate to their kids having more than one phone. They then either loan one phone to their friends or sells to them cheaply.

4.0 Conclusion

This research brought out significant information that explains the differences in Internet access between people of diverse age, education level, profession, gender and from different geographical areas, in Kenya. The research established that people were using Internet for diverse reasons with social media top in the list. There was even a misconception that Internet is about social media. Participants perceived Internet to have both positive and negative uses leading to diverse outcomes. A participant noted that Internet had become a lifestyle because if you did not access the Internet, life became very difficult. It was noted that if people's motivations for using the Internet were not community worthy, even if government and other interested stakeholders were to invest on free Internet and conducive environment for Internet use, they would continue using for the same. They noted that Internet did not create immorality, it enhanced what people did. There were concerns that if Internet was free a lot of people would be using making it congested and slow.

Most of the participants accessed the Internet through their mobile phones. Usage of computers, laptops and cyber cafes was very limited and only in semi urban and urban locations. For those who did not access Internet much it was because they had feature phones as opposed to a smartphones, which they preferred to use to access Internet. The issue for most participants who were using the Internet was not that they did not know how to do what they wanted to do on the Internet but rather that the cost of doing what they wanted to was prohibitive because of the cost of bundles and Internet enabled gadgets. Poor connectivity also contributed to not being able to fully utilise their skills online. The participants were informed of a wide range of services and websites. Some of the things they would like to do but were not able to included streaming movies and research

Participants noted that Issues of affordability and cost influenced usage of the Internet. Some people had come up with creative ways of ensuring they were connected such as hot spotting on their friends without their knowledge, targeting buses that had free Internet, strategically visiting friends who had Wi-Fi at home, working late into the night before reward bundles periods expired and targeting promotions by different operators.

Participants perceived free Internet to be bundled with insecurity issues. They argued that with free Internet in public places, thieves would start knowing the places that there was free Wi-Fi access, and start targeting the patrons since they would know that most of the people that would go there had smartphones or Internet enabled phones.

There were concerns that under age children would access inappropriate content considering there was already an initiative that introduced laptops to primary school children. The initiative aims at ensuring that children can operate computers by the time

they are finishing either class eight or form four. This was seen as a good move since laptops are not bad, but control was needed to ensure content fits with age and level of education. They noted that the challenge was for the parents to get to understand the Internet to guide their children *and* give them directives to access and use the Internet in a good way. Discipline to manage time and content they access to ensure moderation was considered to be crucial for the children.

The researchers noted that even when people had smartphones, they did not always carry them for security reasons. This was particularly prominent in Kibra where people walked around with cheap phones which were convenient. They planned their activities in the morning including if they were going to places with free or *Poa* Internet and if so, they carried the appropriate phone.

National network coverage was seen to be a challenge for both voice and data particularly in rural areas. A participant who spent 2015 in a rural town in Kitui county said that there were areas where he had to forget about his smartphone. He would use a feature phone to get Internet since it was on a lower frequency. Lack of skills to use the Internet was also a major challenge especially in the rural area.

Inappropriate content was particularly a challenge in rural areas. Participants indicated that the regulatory body should have a role to play. They argued that consent should be sought before information was pushed to people who had not requested for it. This included adverts sent to mobile subscribers. While these regulations may exist, the challenge would be imposing them.

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