

Research Article

Examining the Effects of Cyberspace Utilization by Kenyan State Officers on Foreign Relations (2013-2023)

Douglas Ogugu Omaore^{*}, Patrick Musembi, Steven Nduto

Peace and International Studies, Daystar University, Nairobi, Kenya

Abstract

Objective and Context: Digital platforms have become important in diplomatic engagements and strategy and their use by government officials can have profound implications on a country's diplomatic relationships and international standing. The study examined the effects of cyberspace utilization by Kenyan State Officers on Foreign Relations in Kenya. The study relied on Actor Network. *Methodology:* The study was based on qualitative approach that enabled the collection and analysis of qualitative information. The target population included: Cabinet Secretaries, Permanent Secretaries, Directors, and Desk officers from the Ministries of East African Community (EAC); Foreign Affairs (MFA) and Defense. The study selected 31 respondents from Ministries of EAC; MFA and Defense for the study based on purposive sampling. Data was sourced based on key informant interview and secondary published sources and documents. The published sources included Facebook handles, X (formerly twitter) handles, websites. The key informants interview transcripts were analysed based on content analysis. Further, the published sources on usage of cyber space tools were analysed based on discourse analysis. *Key Findings:* The findings showed that state officers in Kenya adopted cyberspace tools mainly X (formerly twitter) and fakebook to relay important communication to Kenyans in Diaspora on issues such as visa and security towards enhanced engagement with them. Additionally, the use of cyberspace tools has been critical in showcasing and attracting foreign direct investment. Further, state officers have used cyberspace tools to deepen collaboration and integration with international community on matters of mutual interests such as peace, security and aid etc. State officers also used cyberspace communication to enhance the country's image in the community of nations. However, some Kenya's state officers have sometimes expressed opinions on the cyberspace that contradicts the official foreign policy positions of the country. Such contradictions created a tense relationship between Kenya and its allies in the international arena. *Recommendations:* The findings inform the MFA in matters regarding training and sensitising state officers on the correct and responsible use of cyberspace tools for communication in manner that is in line with foreign relations enhancement. Further, the study recommends to MFA to update and improve on the digital diplomacy practice by its officers towards enhancing foreign relations goals such as state image building, attracting foreign investment and improving relations with diaspora community.

Keywords

Cyberspace, Cyber Space Utilization, State Officers, Foreign Relations, Actor Network

^{*}Corresponding author: do.omaore@outlook.com (Douglas Ogugu Omaore)

Received: 28 July 2025; **Accepted:** 26 August 2025; **Published:** 20 December 2025



Copyright: © The Author(s), 2025. Published by Science Publishing Group. This is an **Open Access** article, distributed under the terms of the Creative Commons Attribution 4.0 License (<http://creativecommons.org/licenses/by/4.0/>), which permits unrestricted use, distribution and reproduction in any medium, provided the original work is properly cited.

1. Introduction

Cyberspace use in diplomacy is considered one of the major trends of the 21st century foreign relations, with numerous countries embarking on digital transformation of their diplomatic toolkit [1]. Cyberspace is a notional environment in which communication over computer networks occurs [2]. It is an online platform where Information Communication Technology (ICT) tools are used in the exchange of information between two or more parties. Within that digital transformation, many governments around the world have embraced the use of cyberspace capabilities such as social media platforms (i.e., Twitter, Facebook, Instagram and YouTube) in conducting public diplomacy. Such cyberspace tools have been deemed transformational, as they allow diplomats and state officers to directly engage in sustained dialogue with a networked public to garner the necessary support for public diplomacy and foreign policy goals [3]. For well over a decade, states have employed cyberspace tools such as X (formerly Twitter), as a diplomatic tool. The speed and accessibility of information on the cyberspace allows different stakeholders participate in diplomatic engagement in pursuing matters of national interests to states. Indeed, states have been able to harness digital transformation of power politics by utilizing cyberspace tools to represent themselves and their interests to a much broader audience, thus enhancing the scope of their 'soft power' reach [4]. Even though cyberspace use in conducting diplomacy to achieve foreign relations goals has gained prominence globally and locally in Kenya, its use has been called to question especially as regards correct use by State Officers and challenges faced. Wekesa reported that Ethiopia's Ministry of Foreign Affairs still lags in the optimal use of digital diplomacy with challenges like lack of staff capacity in the correct use of social media [5]. Incorrect use of cyberspace platforms can be a threat to diplomatic goals [6]. Further, Chiimbiru noted challenges exist that hinder cyberspace use in diplomatic engagements with cyber security and the high risk of leaking classified information being leading challenges [7]. There was therefore the need to undertake a study in Kenyan context to examine the association between cyberspace use by State officers and foreign relations in Kenya.

Statement of the problem

Kenya's state officers have been expressing personal opinions on foreign relations matters in a manner that contradicts official foreign policy positions hence undermining diplomatic relations between Kenya and her foreign partners. For instance, the immediate former Kenya's Cabinet secretary for investments, trade, and industrialization, in a tweet posted on 24th February 2023, threatened to take over the China Square store's lease and hand it to local traders. This prompted the Chinese proprietors to close down their businesses to address the rising concerns. Beijing's embassy also stepped in to offer support to Chinese businesses and Chinese citizens in operating their businesses according to the Kenyan laws and

regulations (Africa Confidential, 2023). Such conflicts may be attributed to a lack of comprehensive and coherent digital diplomacy policy to guide operations of state offices and individual or personal factors (i.e., training and knowledge on the use of cyberspace, personality traits, etc) [6]. Empirical studies have examined the use of cyberspace and how it influences foreign relations. A category of studies has evaluated challenges hindering cyberspace use in diplomatic engagements with cyber security and the high risk of leaking classified information being leading challenges [1, 7, 8]. Other studies have also evaluated the implications of cyberspace use for diplomatic engagements with the global community with findings showing cyberspace use in diplomatic engagements to be useful in enabling timely real-time information exchange, the conduct of virtual meetings, and less costly diplomatic engagements [7, 9, 10]. Despite the studies, a few knowledge gaps still exist. First, most studies have tended to be limited to the social media aspect of cyberspace for foreign engagements with aspects such as the use of emails, and teleconferencing being ignored. Studies have also tended to be restricted to the use of digital spaces by diplomats and the Ministry of Foreign Affairs leaving aside state officers who are responsible for formulating government policies and who also engage with foreign partners in various fora, and whose utterances over the digital space can greatly affect diplomatic ties. Further, scanty literature exists on the implication of conflicts between the use of digital space by state officers to relay personal opinions and the official foreign policy positions, and the impact this conflict has on the relations between Kenya and her international partners. This study thus evaluated the impact of cyberspace utilization by Kenyan state officers on foreign relations.

2. Literature Review

2.1. Theoretical Review

Actor Network theory (ANT) posits that organizations are made up of human and non-human actors [11]. The theory further explains that the communication process in a social setting is made up of two major players; the actor and actant. Actor-network theory (ANT) is an approach developed in the field of science and technology studies (STS) that aims to avoid purely social and purely technical explanations for scientific and technological developments. It emerged in France and the United Kingdom in the early 1980s and has since influenced STS. It was initially formulated by French sociologist Latour [12] and expanded upon by other scholars such as Michel Callon [11]. ANT views the world as a network of heterogeneous relations between humans and non-humans, challenging human-centric perspectives in social research. At its core, Actor-Network Theory emphasizes the role of non-human actors, such as objects, technologies, and

organizations, in shaping social interactions and networks [11]. In ANT, both human and non-human entities are considered "actors" that contribute to the formation and maintenance of socio-technical networks. The theory is based on several key concepts and assumptions [13].

The theory describes actants as both human and non-human entities that have agency and contribute to the shaping of networks. The actants include individuals, organizations, technologies, ideas, and even natural phenomena [12]. The theory is also based on the concept of networks that is the dynamic assemblages of actants and their interactions. These networks are not predefined structures but are continuously formed and reformed through the actions and relations of their constituent actants [12]. The theory also holds that actants enrol other actants into their networks by persuading or convincing them to act in a certain way in a process called translation. Translation involves various strategies such as persuasion, negotiation, coercion, or the reshaping of meanings [13]. The theory also advocates for the symmetrical treatment of human and non-human actants, meaning that both are considered to have agency and influence in shaping social phenomena [11]. Finally, the theory emphasizes the importance of controversies in shaping social realities. Controversies arise when different actants have conflicting interests or interpretations, leading to debates, negotiations, and the reconfiguration of networks [13].

The theory underlays the study on the link between cyberspace utilization by Kenyan state officers for diplomatic engagements and foreign relations between Kenya and international partners. The cyberspace tools for communication such as social media, emails, etc represent non-human actors while Kenyan state officers who use cyberspace tools for communication in individual or official capacity represent human actors. Such communicated messages may injure or enhance diplomatic relations between Kenya and its international partners. The cyberspace tools are thus used by state officers while engaging with the international community. The interaction between state officers (human actors) and the international community via cyberspace tools (non-human actors) can injure the relations between Kenya and the international community if they result in controversy especially when the personal opinion of the state officer conflicts with that of the official foreign policy of the government. ANT perceives the use of cyberspace by government officials not merely as a standalone action, but rather as an integral component of a network of interactions. In this context, diplomatic communications, including Tweets or press releases shared online, serve as actants that influence the international perception of Kenya. Additionally, technology as a mediator, such as algorithms, has the potential to enhance or misrepresent messages, thereby affecting global interpretations. For example, when a Kenyan cabinet secretary posts a contentious tweet, the digital platform can amplify its reach worldwide, potentially leading to foreign policy tensions even prior to any official diplomatic clarifications being issued. ANT demon-

strates that results in international relations arise from network interactions rather than solely from formal policy. Positive outcomes may encompass the enhancement of Kenya's soft power through proactive and constructive engagement in cyberspace, as well as direct digital diplomacy that fosters trust and transparency. Conversely, negative outcomes can manifest as diplomatic crises stemming from miscommunication and the amplification of misinformation, which can harm bilateral relations. Consequently, foreign relations are contingent upon the equilibrium between human intention and technological mediation, influencing how cyberspace conveys and reshapes the message.

2.2. Empirical Review

The adoption of cyberspace in conducting diplomatic engagements has attracted the interest of scholars globally. The change in information technology and associated innovations are affecting how the work of public diplomacy is being undertaken by states. In a study based in the EU and China, Berthelsen, and Nellerod established analysis of the global norm state behaviour in cyberspace revealed the distinct preferences of the two actors in norm development, serving as a foundation for the subsequent examination of their cyber diplomacy [14]. The focus on intergovernmental cooperation on institutional innovation links digitalization to the expansion of global cyber governance. The EU's and China's reliance on cyberspace, economic interdependence, and the scaling of the offense-defence balance were incentivizing factors for collective action on lowering international ICT-risk levels through norm development. Berthelsen, and Nellerod focused on ICT risk such as cyberthreats in use of cyberspace for diplomatic hence a gap exists on utilization trends and opportunities presented by cyberspace which is of interests in this study [14]. Duncombe study of UN member states established that social media gradually gained an important role in international politics [3]. The paper revealed that increasingly, more UN member states and MFA have Twitter handles showing the necessity of the accessibility and speed of information exchange in the digital space for diplomatic strategies. However, the importance of Twitter to diplomacy has often been assumed to be negligible when in reality it has the potential to stroke strong reactions that might even lead to creating or exacerbating political crises. Duncombe focused on the benefits of social media use for diplomatic engagement, however a gap exist on challenges and opportunities of use of cyber space as well as utilization trends [3].

A comparative qualitative analysis of cyber diplomacy in the EU and the US by Cirnu et al. evaluated diplomatic measures, policies, frameworks, and practices for enhancing cyber resilience [15]. Research noted that there has been an increase in the frequency and seriousness of cyberattacks by hackers hence the US and European Union have tended to recognize the value of cyber security and cyber diplomacy for government institutions. Cirnu et al. focused on cyber threat

in the use of cyberspace for foreign relations building hence a gap exist in utilization rate of cyber space and how it is linked to foreign relations building [15]. In a comparative study on the use of digital diplomacy, Repnikova and Chen evaluated China–US competition for narratives by synthesizing the engagement between US and Chinese diplomats in their normal business of outreach to Africa using Twitter [4]. The systematic review of literature on studies in South Africa and Kenya showed that Chinese diplomats tended to discursively attack the US by generally contesting US legitimacy against that of China. On the other hand, the US diplomats tended to ignore their Chinese counterparts on their Twitter accounts. Further, US diplomats tended to communicate their leadership support for liberal international order while Chinese diplomats communicated support for transforming the international order to accommodate its positions and interests. Repnikova and Chen focused on the utilization of cyberspace tools among US and China to achieve geopolitical objective in Africa, however a gap remains in role of cyber space utilization in other foreign relations goals as well as opportunities for future [4]. The case study of Japan and Australia was investigated as regards the rising cases of risks and challenges in the practice of cyber diplomacy [16]. The two states have continued to adopt the tenets of cyber diplomacy. However, in practice, there are various challenges and risks such as cyberbullying and cyber capabilities that have become integrated in the use of digital diplomacy. The study results showed that deterrence has become complementary to the critical elements as practiced in cyber diplomacy today. Manantan focused much on challenges in use of cyber space for diplomatic engagement hence a gap exists on opportunities presented by cyberspace use among state officers especially in Kenyan context [16].

In a study in Global South, Makananise and Sundani examined the implications of digital media use for diplomatic practices by state officers and diplomats [17]. The paper also establishes that strategic solutions are put across to minimize digital diplomacy challenges as well as identify the future of digital diplomatic engagements in the global south nations. The paper asserts that digital diplomacy is critical as a means of engagement between parties as well as a means of navigation of the dynamic global digital governance and negotiating for a level playing ground in addressing the inequalities especially those against global south nations. Makananise and Sundani examined the foreign relations benefits of cyberspace use in diplomacy as well as challenges and how to counteract them [17]. Therefore, a gap exists in the opportunities of cyberspace utilization that is of concern in this study. Vasiloiu on the current state of cyberspace asserted that cyberspace use emergence is associated with challenges and opportunities in the community of nations [18]. The author argues that even though cyberspace can result in evolution in the global economy, its use is still marred by emerging risks and challenges that compromise security and stability in the international community such as cybercrime, state-sponsored

cyber-attacks, cyber espionage, and cyberterrorism trends. The paper concludes that even though risks in cyberspace have become significant, the opportunities presented are enormous as far as international cooperation is concerned. Vasiloiu was limited to cybersecurity aspect of challenges facing use of cyberspace in diplomatic engagement hence a gap still exists in other challenges in the use of cyberspace for diplomatic engagements [18].

In a study in the context of Ethiopia, Rwanda, and Kenya, Manor examined how embassies in respective countries employed social media in their communication with diaspora audiences [19]. The research paper revealed that embassies in the respective countries effectively utilized social media platforms to engage with their audience, address critiques, promote events, and disseminate information relevant to diaspora communities. The embassies thus used social media to strengthen diaspora ties to improve the socio-economic status of the nations. Manor was limited in diplomatic use of cyberspace in embassies hence a gap exists among other state officers use of cyberspace tools [19]. Besides, it was limited to cyberspace use for diaspora engagement with other foreign relations goals not examined hence a gap for this study. The study evaluated the impact of online misinformation and disinformation campaigns by separatist movements in Cameroon and Nigeria on official diplomacy practices in Cameroon and Nigeria [8]. The responses by the governments of Cameroon and Nigeria against online propaganda by the separatist movements have taken the form of internet censorship, ignoring them or debunking the separatist's online misinformation. Endong and Patrick was contained to cyberthreat in the use of cyberspace tools and how government is handling such threats [8]. Therefore, a gap exists in other challenges in use of cyberspace and opportunities presented. In the context of Ethiopia, Bilate and Zou investigated the effectiveness of the use of digital diplomacy. The qualitative study asserts that digital diplomacy in Ethiopia has not matured yet and has been impairing the branding of the country in the community of nations [20]. The paper establishes further that the digital diplomacy process is critical to international communications and it should aid in revitalizing Ethiopia's efforts to improve its brand among the community of nations if opportunities are well taken advantage of. The paper shows that the government of Ethiopia has been making concerted efforts to transform the digitalization processes and has shown impressive results in the efforts towards promoting digital diplomacy. Bilate and Zou focused on effectiveness of cyberspace use in Ethiopian context, however study gaps exist in context of Kenya as regards trends in use especially by state officers [20].

In Kenya, Chiimbiru evaluated the digital diplomacy used by Kenya's permanent mission to the UN and other international bodies [7]. The qualitative study established that digital diplomacy was being used by Kenyan diplomats to advance the national interests of Kenya. Notable national interests included lobbying in international trade engagements, mar-

keting Kenya as a tourism destination, and lobbying for a position in the UN Security Council. The study however revealed that Kenya did not have a digital diplomacy policy document to guide the practice of digital diplomacy. Hence the use of digital communication was not deliberately planned but just done for communication. Chiimbiru was constrained to cyberspace use by diplomats at UN permanent mission other international bodies hence a gap exists for use of cyberspace by other state officers and how such use has impacted foreign relations goals [7].

In another Kenyan study, Waithaka evaluated the integration of information technology in the Ministry of Foreign Affairs between 1963 and 2014 [21]. The study established that the country has been slowly adopting ICT infrastructure in the Ministry of Foreign Affairs and International Trade with a desire to offer better interaction with international partners. Waithaka, further noted that ICT was being adopted to manage knowledge, gather information, and coordinate the affairs of the MFA [21]. The study further revealed that diplomatic engagements have been transformed by the use of ICT especially in virtual representation, negotiations, sharing of documents, and reduced cost of diplomacy. Waithaka was tool limited to use of cyberspace tools by MFA hence a gap exists in the use by other state officers and how such use affects foreign relations as well as challenges and opportunities presented [21]. Different research was conducted to analyse the influence of Kenya's utilization of social media on East Africa's integration objective. Onyango focused on the effects of the Kenyan government's social media usage in handling intra-EAC affairs on the relationships with neighbouring countries within the EAC community [10]. The study reported that the use of social media by Kenya in its diplomatic engagements with its neighbours had improved their relations by improving the conduct of bilateral relations. Digital diplomacy has made communication prompt, easy, and less costly with diplomats and state officials engaging each other on important foreign relations issues via digital diplomacy. However, the study revealed that security while using social media for communication was a concern. Onyango was limited to use of cyberspace tools in handling EAC affairs hence a gap exists for study that focus on foreign relations beyond EAC area [10].

Further, in a related study, Muaka evaluated the impact of social media use on public diplomacy in Kenya and Rwanda around the COVID-19 pandemic period [9]. The qualitative study that targeted the presidency, MFA. The study established that social media was actively being used in Kenya and Rwanda for political and economic development engagement with various stakeholders, especially around the COVID-19 period when movement and physical meetings were restricted. The diplomats in Kenya and Rwanda have been actively engaging on social media for public diplomacy communications. The diplomats of the two nations can exchange information in real-time and conduct virtual meetings on issues that are of mutual interest to the two nations such as trade, and security

among others. However, the study notes that issues of disinformation, misinformation, and cyber threats in the digital space have been a drawback in the adoption of digital diplomacy between the two nations. Muaka focused in use of cyberspace tools in context of pandemic and challenges experienced hence a gap exist for another study not limited to pandemic period and diplomats [9]. Mboya and Cliff evaluated the utilization of digital diplomacy by the Kenyan Ministry of Foreign Affairs (MFA) [22]. The findings revealed that even though the MFA is well equipped to utilize social media in conducting public diplomacy, the strategies for use are optimal with various challenges being faced including few diplomats who are tech savvy; the one-directional nature of most of the MFA's communication on social media; lack of a concise social media network strategy. Specifically, networking and establishment of alliances with other state and non-state actors is critical to the nation's overall foreign policy goals. Mboya and Cliff was also limited to use of cyberspace tools by diplomats in the MFA hence a gap exists in its use among other state officers [22].

The literature that has been reviewed illustrates the growing importance of cyberspace in influencing diplomacy and international relations across global, regional, and national dimensions. An expanding array of research underscores how social media and various digital platforms have revolutionized diplomatic practices by broadening outreach, reducing expenses, and facilitating real-time interactions. For example, Berthelsen and Nellerod along with Cirnu et al. indicate that cyberspace has become pivotal in the development of norms, cyber governance, and resilience strategies within the EU, US, and China [14, 15]. Likewise, Repnikova and Chen highlight its significance in geopolitical influence, especially in Africa, emphasizing how major powers utilize digital technologies to project soft power [4]. However, while these studies outline the general landscape of digital diplomacy, they predominantly concentrate on risks, competition, and governance issues, giving less focus to the specific usage patterns and opportunities that cyberspace presents to states in the Global South. At the institutional level, Manor, Manantan, and demonstrate how foreign affairs ministries and diplomatic missions have embraced social media tools to enhance public diplomacy and engagement [16, 19]. Nevertheless, these studies also acknowledge ongoing challenges, such as cyber threats, misinformation, censorship, and limited technical capabilities. This institutional bias results in a gap: the broader involvement of other state officials, beyond foreign affairs ministries, remains largely unexamined despite their increasing participation in cyberspace and potential impact on foreign relations outcomes. Regional case studies further illustrate the dual aspects of cyberspace. In Africa, Turianskyi and Wekesa highlight both the potential and the vulnerabilities associated with digital diplomacy, while Konovalova in Ukraine and Taufik in Indonesia reveal that cyberspace is frequently employed reactively to address risks rather than proactively to seize strategic opportunities [1, 4]. This pattern

highlights another gap: the tendency of research to prioritize risks such as cybersecurity and misinformation, while under-examining how cyberspace may be used positively to advance foreign policy objectives.

3. Materials and Methods

3.1. Research Design, Population and Sampling

The study adopted qualitative approach focusing on investigating and comprehending a phenomenon through a subjective and interpretive lens [23]. The qualitative design enabled the researcher to gain insights into complex human experiences on the use of cyberspace and how it is linked to foreign relations. The approach enabled researchers to interrogate the link between cyberspace utilization use by Kenyan state officers and foreign relations in Kenya between 2013 and 2023.

The target population is a subset of the population that can be accessed by the researcher for sample size selection and data collection. The study specifically targeted the use of cyberspace by state officers at the level of Cabinet Secretaries (CSs), Permanent Secretaries (PSs), Directors, Communication Officers, Desk Officers at the Ministry of MFA and Ministry of EAC, and Liaison officers at Ministry of Defence

(MOD). Further, the data of concern was limited to the period between 2013 and 2023 on the usage of cyberspace by state officers and its implication for diplomatic engagements. The period witnessed the major adoption and use of cyberspace tools by state officers from different government agencies and ministries.

The sample is a representative subset of the target population that has been picked and studied in cases where it is not feasible to study all the population elements [23]. The researcher adopted the rule of thumb to arrive at the sample size as suggested by Gupta and Gupta who recommended a sample size of at least 30 for a smaller population [24]. The study selected fifteen (15) staff from the Ministry of Foreign Affairs, fifteen (10) staff from the Ministry of East African Community and Regional Development, and five (6) staff from MOD generating a total sample size of 31 as presented in Table 1. The number picked is adequate based on suggestion by Gupta and Gupta who recommended a sample size of at least 30 for a smaller population [24]. The distribution of respondents among ministries was based on the level of its handling of foreign relations issues with MFA contributing the largest number, followed by Ministry of EAC and regional development and then MOD.

Table 1. Sample Size.

Respondents	Sample Size
Ministry of Foreign and Diaspora Affairs staff	15
Ministry of EAC and Regional Development staff	10
Liaison officers from MOD	6
Total	31

The study was generally based on non-probability sampling and specifically on purposive sampling. The purposive sampling technique is preferred when the researcher intends to reach people who possess knowledge and first-hand information on the topic of study [23]. The study thus used purposive sampling to identify and target staffers from MFA, the Ministry of EAC and Regional Development, and liaison officers from MOD. The senior staffers were chosen based on their understanding of the intricacies of the use of cyberspace for communication by state officers and its implications for relations between Kenya and her international partners in the global community of nations.

3.2. Data Collection Procedure

Data collection is the process of sourcing and evaluating data from various sources to find answers to research ques-

tions, solve research problems, and forecast trends. Data collection instruments on the other hand are tools employed in collecting relevant data from the respondents [24]. There are two data collection sources including primary and secondary sources. Primary and secondary techniques of data collection are two approaches used to source data for the research [24]. The process of primary data collection entails obtaining original data directly from the source. This approach allows researchers to acquire firsthand data that is tailored to meet their specific research goals [23]. To collect primary data, the researcher adopted a key informant interview (KII). Key Informant Interview is preferred when detailed qualitative information is to be collected from experts or people possessing more information about the topic of concern to the researcher. The KII schedule was prepared beforehand. The KII was open-ended in nature where the respondents were asked questions on different aspects of the research questions.

Further, the researcher asked probing questions to generate additional information and enable the respondents to substantiate their initial responses to questions.

In this study, secondary data was collected from published sources and government publications to generate additional data. Secondary data was extracted from secondary texts and publications including published scholarly materials, government reports, X handles of state officers, Facebook handles of state officers, newspaper extracts, newsletters, speeches, relevant gazettes, policy papers, UN publications, AU publications, and EAC publications. Other information was extracted from the websites of government institutions, research centres, and other public bodies.

Before actual data collection, the researcher obtained an authorization letter from Daystar University's ethics review committee. The researcher used the letter to apply for a research permit from the National Commission of Science, Technology and Innovations (NACOSTI). The researcher used the research permit obtained from NACOSTI to obtain approval and permission for data collection. It was important to the researcher that the confidentiality and anonymity rights of the participants are upheld thus codes were used to represent the respondents when quoted within the study. To prevent plagiarism, proper citation and acknowledgment of all resources used in the research was ensured. The necessary approvals from the appropriate authorities were also be obtained. Moreover, the study prioritized obtaining voluntary and informed consent from the respondents, and they had the freedom to withdraw from the study at any point if they feel uncomfortable or threatened by the questions posed to them. The researcher involved two research assistants to help in the data collection. The research assistants were trained hands on the data collection tools to be adopted by the researcher. On the day of the study, the researcher, with the assistance of research assistants, administered the KII to the selected respondents based on their availability. The researcher adopted a variety of ways including google forms, face-to-face, telephone to administer the KII. The recorded interview sessions and research notes formed the raw data for this study. Regarding secondary data, the researcher identified data sources from which relevant data was extracted. The extracted secondary data was organized in terms of the research questions they are answering.

3.3. Data Analysis

The data collected was checked for completeness, accuracy, and uniformity. The data based on KII recorded in a voice recorder together with interview notes were transcribed and typed before analysis. Content analysis was adopted to analyse the data collected. The content analysis process involves grouping issues beneath specific thematic areas before meanings and conclusions are drawn from thematic areas in line with study objectives [25]. Reading and re-reading transcripts, notes and documents were undertaken to gain an

overall sense of the data. Highlighting of meaningful segments and attaching short labels that capture the essence of the data was undertaken. Thereafter, similar codes were categorised into broader categories. The researcher transitioned the descriptive categories to analytical themes that address research objectives. Further, the researcher checked if themes were supported by sufficient data, refining, or merging overlapping ones. The identified themes were explained in relation to the research question and linking them to existing literature. Where possible, oral corroboration from KII was used to validate secondary data. Further, secondary data were analysed using discourse analysis methods. Based on discourse analysis, the researcher interpreted selected documents to give voice and meaning to an assessment of secondary data sources. Among the key documents that were analysed included published scholarly materials, government reports, X handles of various state officers, Facebook handles of state officers, newspapers, newsletters, speeches, relevant gazettes, policy papers, UN publications, AU publications, EAC publications, websites of government institutions, research centres, and other public bodies. The documents offered the researcher a powerful tool to comprehend the use of cyberspace tools by state officers in Kenya in individual and official capacities and how such use has impacted the relations between Kenya and her international partners in the community of nations.

4. Results

The study sought to examine the effect of cyberspace utilization by Kenyan state officers on foreign relations. Data was sourced based on KII and document analysis. The study focused on four aspects of foreign relations including State image building, diaspora community affairs, international collaboration and foreign investment.

4.1. Cyberspace Use and Diaspora Community Engagement

The respondents in KII were queried on the specific ways that utilization of cyberspace by Kenyan state officers had affected the country's engagement with its diaspora citizens between 2013 to 2023. The findings revealed that state officers in the MFA were using cyberspace tools to relay important communication to Kenyans in Diaspora. Such communications have been on issues of interests to diaspora community such as visa issues, security of diaspora community and investment opportunities in Kenya. Such communicate has been for enhancing the engagement between the state and diaspora community. KII/005, staff from MFA, noted:

“Our diaspora community is a critical segment of our population whose contribution cannot be overlooked. For instance, in the fiscal year 2023/2024, the Kenyans working abroad sent a whopping Ksh. 586 billion significantly boosting the country's current account balance amid falling export revenue. That's why we constantly engage them on

various platforms both physical and online using cyberspace tools like X....”

Analysis of communication on official X handles of the Ministry of Foreign Affairs and Diaspora shows communique

by the state department of foreign affairs that aimed at informing the Diaspora community of a new Visa agreements entered into between Kenya and South Africa as presented in [Figure 1](#).



[Figure 1](#). MFA Communique on Visa (Research Data, 2024).

Further in another X-post, a former cabinet secretary for Foreign Affairs and Diaspora posted on his X handles about a Kenyan who was being held in Tanzania for unknown reasons ([Figure 2](#)). The cabinet secretary directed the embassy in Tanzania to establish the problem the Kenyan was facing and

find ways of assisting him where necessary. The posts depict the use of cyberspace tools by Kenyan State officers to communicate on diaspora issues in an effort strengthen the relationship with diaspora community.



[Figure 2](#). Dr. Alfred Mutua Post on Kenyan in Tanzania (Research Data, 2024).

The findings based on KII and analysis of cyberspace tools usage by state officers shows that the state has been making efforts towards enhancing its relations with diaspora community. The communications have targeted issues of concern to diaspora community such as visa opportunities, security of diaspora community, investment opportunities in Kenya and political leadership participation. The findings point towards digital communication strategy that is targeted at enhancing the relations between the state and the diaspora community. Such engagement with diaspora community via the cyberspace can be enhanced and made more vibrant to meet the interest of the diaspora community who are a critical segment towards marketing the country as well as improving on diaspora remittances. In addition, understanding the usage patterns of the diaspora community can guide in developing tailored digital services as well as significantly assist in coming up with policies for digital space use by highlighting the importance of targeted communication.

4.2. Cyberspace Use and Foreign Investment

The respondents in KII were also queried on the specific

ways that utilization of cyberspace by Kenyan state officers had affected the country's ability to attract foreign investment and enhance trade between 2013 to 2023. The findings revealed that state officers especially in the Ministry trade and investment have been using various cyberspace tools such as emails, video conferencing tools, teleconferencing tools in their engagement with investors in addition to traditional physical engagement like physical meetings. KII/006, staff from Ministry of EAC, stated:

“State officers in the Ministry of Trade and investment are constantly using cyberspace capabilities to enhance their communication and engagement with foreign investors. Such communication has often been undertaken to inform foreign investors on opportunities in Kenya, agree on terms of investment, follow up on earlier agreements among other...”

The analysis of cyberspace tools usage by state officers in the MFA depicts an effort to present to the world trade and investment opportunities existing in Kenya. The [Figure 3](#) presents a communication by Ministry of foreign affairs on its X handle communicate on the flagging of Kenya's Tea to Ghana under the Africa Continental Free Trade Area (ACFTA). The

posts depict the usage of cyberspace tools to communicate on

Trade and Investment potential existing for Kenya.



Figure 3. Communication on investment partnership with Switzerland (Research Data, 2024).

However, a further analysis of cyberspace usage depicts Kenya's state officers expressing opinions on trade and investment issues on cyberspace that threatened to erode gains already made in attracting foreign investment into the country. For instance, Kenya's former Cabinet Secretary for investments, trade, and industrialization, in a tweet posted on 24th February 2023, threatened to take over the China Square Store (A business partly owned by Chinese National) lease and hand it to local Kenyan traders. The cabinet secretary posted in part:

"I have today given an offer to Prof Wainaina the VC Kenyatta University, to buy out the lease for China Square, Unicity Mall and hand it over to the Gikomba, Nyamakima, Muthurwa and Eastleigh Traders Association. We welcome Chinese investors to Kenya as manufacturers, not traders.... Kenya is open for business but Kenya is not open for dumping.... "I will assist China Square Owner Mr Cheng to set up a manufacturing plant in Kenya and work on a distribution partnership with Gikomba, Nyamakima, Eastleigh, Kamukunji, Muthurwa and River Road Traders."

This prompted the Chinese proprietors in Kenya to close down their businesses to address the rising concerns. Beijing's embassy also stepped in to offer 'support for Chinese businesses and Chinese citizens in operating their businesses according the Kenyan laws and regulations [26]. Further, the Permanent secretary for foreign affairs, Dr. Korir, in another X post on Sunday, February 26, assured foreign investors not to be worried, for the country's investment regime is non-discriminatory.

"No lawful investment actor should be apprehensive irrespective of nationality because the country's investment regime is non-arbitrary and non-discriminatory," said Korir.

Communication on cyberspace tools by state officers (as depicted in Figure 3) has been showcasing trade and investment opportunities existing in Kenya that could be exploited by foreign investors in an effort to enhance Kenyans attraction of foreign direct investment. However, post by the state of-

ficers (as depicted in the deleted tweet by Kenya's former Cabinet Secretary for investments, trade, and industrialization), whether in personal or official capacity, can undermine gains already made in attracting foreign investors into the country. This calls for an informed cyberspace use by Kenyan state officers in communicating on foreign relations matters cognisant of the possible impact on foreign investment in the country.

4.3. Cyberspace Use for International Collaboration and Integration

The respondents in KII were queried on the specific ways that utilization of cyberspace by Kenyan state officers had affected the country's interaction and integration in the community of Nations between 2013 to 2023. The findings showed that state officers have often used cyberspace tools (such as emails, teleconferencing tools, video conferencing tools and X platform) in line with collaboration and integration goals with regional and international organizations as well as foreign states on matters of mutual interests such as peace, security and aid etc. KII/007, staff from MOD, stated:

"Kenya belongs to community of nations at the regional and internal arena. Such membership demands responsibility. One of such responsibility is respect for sovereignty of other nations in line with recognition achieved by such nations in line with statutes of the UN and AU. Cyberspace tools are thus critical additions to traditional communication tools for cultivating such relationship and collaboration. As such, cyberspace communications by state officers have often been geared towards achievement of collaboration goal..."

Further, the examination of the cyberspace tools usage by state depicts effort by the state officers to improve collaboration between Kenya and foreign States via humanitarian and support for international peace. Figure 4 presents a Facebook communication by Kenya's former Cabinet Secretary for

foreign affairs and diaspora matters, Amb. Amina Mohammed, regarding quest by Kenyan to help find lost lasting peace in South Sudan after violence erupted in 2013. The two

communication serves as commitment of Kenya towards peace, stability and security in Africa and beyond.



Figure 4. *Communique by Amb. Amina Mohammed on South Sudan (Research Data, 2024).*

However, despite the use of cyberspace tools by state officers to enhance collaboration between Kenya and international community, Kenya's state officers have sometimes expressed opinions or on foreign relations matters in personal or official capacity on the cyberspace sometimes in a way that contradicts the official foreign policy positions of the country. Such contradictions have already created a tense relationship between Kenya and its allies in the international arena. A case in time is a communication by the then Cabinet Secretary (CS) for investments, trade, and industries on his X account on 14th May 2023 where he posted:

"The Sudan lesson is simple. The community of nations should militarily invade any country where armies overthrow the government. Appeasement does not pay off. Military juntas do not become democrats simply because of the false principle of non-interference. The AU can Marshall a strong enough army to bomb Khartoum to smithereens," [27].

The X post by Kenyan former Cabinet Secretary seemed to suggest that the African Union ought to take military action against Sudan to serve as an example to other countries experiencing instability in Africa. The Ministry of Foreign Affairs had to distance the State of Kenya from the remark made by its CS terming it a personal comment that does not represent the position of the government [28]. The Foreign affairs principal secretary posted:

"The personal views expressed by Trade Cabinet Secretary Moses Kuria do not represent government policy on this complex and challenging issue. We continue to work with all parties toward a peaceful resolution of the Sudan crisis" [27].

Further on Mito [29] reported on Twitter exchanges between the speaker of the Senate, Hon. Amason Kingi, and PS for Foreign Affairs, Dr. Sing'oei, concerning relations between Kenya and Somaliland. The Senate speaker had posted on X in a post that seemed to recognize Somaliland and claimed to have met the Somaliland ambassador to Kenya

where they deliberated on avenues for collaboration and partnership between the two governments. In a post titled "Promoting Ties Between Kenya and Somaliland,"

"Kenya and the Republic of Somaliland enjoy ties that stretch back to days under British colonial rule which bequeathed them almost similar systems and structures of governance at independence. These relations have in recent decades been deepened and strengthened through bilateral engagements that have yielded great benefits to the citizens. It is against this cordial and fraternal backdrop that I met in my office at Parliament Buildings this afternoon, H. E. Dr Mohamed Ahmed Mohamoud, the Somaliland Ambassador to Kenya, during which we explored new avenues for collaboration and partnerships between our governments and their various institutions, including Parliaments of the two countries. We deliberated on the need to enhance trade between Kenya and Somaliland by facilitating easy movement of people and commodities between the two countries, which can be greatly bolstered by allowing direct flights between Nairobi and Hargeisa. I committed to take up the matter with the relevant arms of government, and explore ways in which Parliament can support such positive engagements."

However, shortly after, the PS for Foreign rebutted the senate speaker's X post with another X post.

"It is Kenya's established and unchanging foreign policy consistent with the African Union that only the Federal Republic of Somalia is the recognised state entity. Somaliland, a region within the Federal Republic of Somalia, has a liaison office for commercial purposes in Nairobi. This office is not an embassy," said Sing'oei.

The PS reminded the speaker that the foreign policy of the Republic of Kenya is a function of the national government and not the parliament. The PS further took issue with Kingi's recognition of Somaliland as a state, adding that Kenya only recognizes the Federal Republic of Somalia as a state. Such Post by state officers such as the speaker of the Senate in

Kenya and the ensuing rebutting by the PS for foreign affairs depicts lack of comprehensive and coherent digital diplomacy policy and individual state officer factors. The incoherent digital diplomacy policy could jeopardise the relations between Kenya and her allies in the community of Nations. The findings have implications for a more coherent digital diplomacy policy as a component of the foreign policy of the Country. The findings also speak to training needs for state officers on correct use of cyberspace tools as part of the digital literacy within the context of cyber diplomacy policy.

4.4. Cyberspace Use and State Image Building

The respondents in KII were queried on the specific ways that utilization of cyberspace by Kenyan state officers had affected the country's image and reputation on the global stage between 2013 to 2023. The findings based on the KII revealed that state officers had used cyberspace tools with both negative and positive implications for the image of the state among community of Nations between 2013 and 2023. KII/001, Staff from MFA, stated:

"Cyberspace use has been a game changer to the government of Kenya as a whole and Ministry of Foreign Affairs in particular when it comes to image of this, Kenya, country. As a ministry, we have been active on our X handles in rebutting any kind of communication made on social media that is injurious to the image of Kenya. It does not matter whether the communication emanates from senior government officers in our country or across borders."

The study revealed that as regards state image building, state officers had used cyberspace tools with both negative and positive implications for the image of the state among community of Nations between 2013 and 2023. Bilate and Zou (2022) that noted that digital diplomacy process is critical to international communications, and it should aid in revitalizing Ethiopia's efforts to improve its brand among the community of nations.

5. Discussion

The study established that cyberspace was used to achieve various foreign relations goals such as deepening diaspora relations, attracting investment and trade, enhancing international collaboration and state image building. Regarding relations with diaspora community, state officers especially in the Ministry of foreign affairs were using cyberspace tools to relay important communication on issues of interests to diaspora community such as Visa issues, security of diaspora community and investment opportunities. Such communicate was critical for information and decision making by diaspora community hence enhancing their engagement and relationship. Indeed, Manor and Asiwome [19] observed that embassies in the respective countries effectively utilized social media platforms to engage with their audience, address critiques, promote events, and disseminate information relevant to di-

aspora communities. The study also established that state officers especially in the Ministry trade and investment have been using cyberspace tools to inform foreign investors on trade and investment opportunities in Kenya, agree on terms of investment, follow up on earlier agreements. While agreeing to study findings, Onyango, [10] reported the use of social media by Kenya in its diplomatic engagements with its neighbours with digital diplomacy making it possible for officials to engage each other on important foreign relations issues such as trade in the EAC region. However, some cyberspace communication depicts Kenya's state officers expressing opinions on Trade and investment issues on cyberspace that threatened to erode gains already made in attracting foreign investment into the country.

The results also showed that that state officers have often used cyberspace tools in line with membership obligations and collaboration with regional and international organizations such as AU, UN and EAC. Such engagement has often been made via cyberspace tools such as emails, teleconferencing tools, video conferencing tools, X platform among others. State officers have been making such communication on matters such as integration, culture, security and peace. Indeed, Chiimbiru [7] observed that digital diplomacy was being used by Kenyan diplomats to advance the national interests of Kenya such as lobbying in international trade engagements and lobbying for a position in the UN Security Council. However, despite the use of cyberspace tools by state officers to enhance collaboration between Kenya and international community, a few Kenya's state officers have sometimes expressed personal opinions on foreign relations matters in cyberspace sometimes in a way that contradicts the official foreign policy positions of the country hence undermining diplomatic relations between Kenya and her foreign partners. Further, the study revealed that as regards state image building, state officers had used cyberspace tools with both negative and positive implications for the image of the state among community of Nations between 2013 and 2023. The findings regarding state image building were in congruence with Bilate and Zou [20] that noted that digital diplomacy process is critical to international communications, and it should aid in revitalizing Ethiopia's efforts to improve its brand among the community of nations.

The findings on the effect of cyberspace utilization by Kenyan state officers on foreign relations is in congruence with Actor Network Theory. The cyberspace tools for communication such as Facebook, X-handles, emails, etc represent non-human actors while Kenyan state officers who use cyberspace tools for communication in individual or official capacity represent human actors. Such communicated messages have been established to injure or enhance diplomatic relations between Kenya and its international partners in areas such as state image building, foreign investment and collaboration in the community of nations. The interaction between state officers (human actors) and the international community via cyberspace tools (non-human actors) has been found to injure the relations be-

tween Kenya and the international community if they result in controversy especially when the personal opinion of the state officer conflicts with that of the official foreign policy of the government.

6. Conclusions

The study examined the effects of cyberspace utilization by Kenyan State Officers on Foreign Relations in Kenya. The study concluded that cyberspace use by Kenyan state officers was critical to the achievement of foreign relations goals of the country such as deepening diaspora community engagement, attracting foreign investment, enhancing international collaboration with international community and improving on the state image. State officers especially in the Ministry of foreign affairs were using cyberspace tools to relay important communication on issues of interests to diaspora community such as Visa issues, security of diaspora community and investment opportunities. Such communication enhanced deepening diaspora community engagement. The findings have implication for vibrant digital diplomacy aimed as further improvement in diaspora engagement. Additionally, state officers especially in the Ministry trade and investment have been using cyberspace tools to inform foreign investors on trade and investment opportunities in Kenya, agree on terms of investment, follow up on earlier agreements. Such communication have served to present Kenya as a leading foreign investment opportunity. Further, state officers' engagement via cyberspace tools have been critical to deepening integration and collaboration between Kenya and international community. The findings are underpinned on actor network theory that states that the actors such as state officers using cyberspace tools for communication. The ANT informs the findings such that diplomatic communications, including Tweets or press releases shared online, serve as actants that influence the international perception of Kenya. However, cyberspace communication by some state officers depicts expression of opinions on foreign relations matters such as investment, international security and collaboration in a manner that threatened to erode gains already made. The contradictions speak to incoherent digital diplomacy policy that could jeopardise the relations between Kenya and her allies in the community of Nations. The contradictions are in line with ANT that holds that negative outcomes can manifest as diplomatic crises stemming from miscommunication and the amplification of misinformation, which can harm bilateral relations.

The study recommends to MFA to formulate and implement a more vibrant digital diplomacy policy and communication strategy targeted at enhancing and deepening the relations between the state and international community and allies. The Ministry of the Foreign affairs should improve on the cyber diplomacy component of the country's official foreign relations policy. As the digital space continues to evolve, integrating the cyber diplomacy strategies to the national

policy becomes essential. This will ensure that the country remains responsive to challenges and opportunities in the digital age. The cyber diplomacy policy should clearly outline the modalities on how state officers in various ministries should communicate on issues of diplomatic in nature. The study also recommends to MFA to initiate trainings and sensitization for state officers on the correct and balanced use of cyberspace tools to prevent unwarranted communication that conflicts with official foreign policy position of the government. The MFA ought to develop a comprehensive training manual for state officers on the effective use of cyberspace tools for diplomatic communicating to avoid misinformation and disinformation challenge.

The study sought to examine the effects of Cyberspace utilization by Kenyan State Officers on Foreign Relations (2013-2023). The study therefore has limited application to state officers and may not be generalised to other officers not considered state officers. Future studies can therefore be based on government officers who may not be state officers to establish if the findings are holding. The findings were also limited in the period between 2013 to 2023. Therefore, the findings do not capture the usage of cyber space tools pre and post the stated period. There are other significant changes in the usage of cyber space tools that might have happened before and after the stated period. The study thus suggests that future studies should include relatively longer time with historical perspective on the use of cyberspace tools among state officers to capture all the changes that have happened in the use of cyber space tools since their introduction in the Kenyan context to date. In addition, future studies could also focus on cyberbullying and the specific impacts on diplomats and state officers, particularly those that handle sensitive diplomatic communications. The study should assess the psychological and/or professional consequences, and explore how these cyber threats affect performance and decision-making capabilities of these professionals.

Abbreviations

ANT	Actor-Network Theory
AU	African Union
COVID-19	Coronavirus of 2019
CS	Cabinet Secretary
EAC	East African Community
EU	European Union
ICT	Information Communication Technology
KII	Key Informant Interview
MFA	Ministry of Foreign Affairs
MOD	Ministry of Defence
NACOSTI	National Commission of Science, Technology and Innovations
PS	Permanent Secretary
UK	United Kingdom
UN	United Nations
US	United States

Acknowledgments

I am also deeply grateful to Michael Ochieng Obuya who assisted with Typesetting of the document. I also appreciate Daystar University library staff who were instrumental in guiding me to relevant literature. I could not have accomplished this without them.

Author Contributions

Douglas Ogugu Omaore: Conceptualization, Data curation, Formal Analysis, Funding acquisition, Investigation, Methodology, Writing – original draft, Writing – review & editing

Patrick Musembi: Project administration, Supervision, Methodology, Writing – review & editing

Steven Nduto: Project administration, Supervision, Methodology, Writing – review & editing

Funding

This work is not supported by any external funding.

Data Availability Statement

The data is available from the corresponding author upon reasonable request.

Conflicts of Interest

The authors declare no conflicts of interest.

References

- [1] Turianskyi Y, Wekesa B. African digital diplomacy: Emergence, evolution, and the future. *South Afr J Int Aff.* [cited 2025 Jul 24]; 28(3): 341–59. Available from: <https://doi.org/10.1080/10220461.2021.1954546>
- [2] Marchionini G. *Information Concepts: From Books to Cyberspace Identities.* Springer Nature; 2022. 97 p.
- [3] Duncombe C. Twitter and the Challenges of Digital Diplomacy. *SAIS Rev Int Aff.* 2018 [cited 2025 Jul 24]; 38(2): 91–100. Available from: <https://muse.jhu.edu/pub/1/article/717776>
- [4] Repnikova M, Chen KA. Asymmetrical discursive competition: China–United States digital diplomacy in Africa. *Int Commun Gaz.* 2023 Feb [cited 2025 Jul 24]; 85(1): 15–31. Available from: <https://journals.sagepub.com/doi/10.1177/17480485221139460>
- [5] Wekesa B, Turianskyi Y, Ayodele O. Introduction to the special issue: Digital diplomacy in Africa. *South Afr J Int Aff.* 2021 Jul 3 [cited 2025 Jul 24]; 28(3): 335–9. Available from: <https://doi.org/10.1080/10220461.2021.1961606>
- [6] Zhang Y, Ong'ong'a DO. Unveiling China's digital diplomacy: A comparative analysis of CGTN Africa and BBC News Africa on Facebook. *Asian J Comp Polit.* 2022 Sep 1 [cited 2025 Jul 24]; 7(3): 661–83. Available from: <https://doi.org/10.1177/20578911211068217>
- [7] Chiimbi TG. *Strengthening Digital Diplomacy for Effective Foreign Policy: Analysis of Kenya's Permanent Mission to the Un and Other International Organizations in Geneva* [Thesis]. University of Nairobi; 2022 [cited 2025 Jul 24]. Available from: <http://erepository.uonbi.ac.ke/handle/11295/162265>
- [8] Callon M. Actor-Network Theory—The Market Test. *Sociol Rev.* 1999 May 1 [cited 2025 Jul 24]; 47(1_suppl): 181–95. Available from: <https://doi.org/10.1111/j.1467-954X.1999.tb03488.x>
- [9] Latour B. *Science in Action: How to Follow Scientists and Engineers Through Society.* Harvard University Press; 1987. 292 p.
- [10] Law J. Notes on the theory of the actor-network: Ordering, strategy, and heterogeneity. *Syst Pract.* 1992 Aug 1 [cited 2025 Jul 24]; 5(4): 379–93. Available from: <https://doi.org/10.1007/BF01059830>
- [11] Berthelsen E, Nellerod JD. *Cyber Diplomacy at the United Nations: The Endeavours of the European Union and China to Determine Responsible State Behaviour in Cyberspace* [Masters]. [Copenhagen]: University of Copenhagen; 2021 [cited 2025 Jul 24]. Available from: <https://rgdoi.net/10.13140/RG.2.2.23752.80649>
- [12] Cînu CE, Rotună CI, Vasiloiu IC. Comparative Analysis on Cyber Diplomacy in EU and US. *Romanian Cyber Secur J.* 2023 May 26 [cited 2025 Jul 24]; 5(1): 77–86. Available from: <https://rocys.ici.ro/current-articles/comparative-analysis-on-cyber-diplomacy-in-eu-and-us/>
- [13] Manantan MBF. Advancing cyber diplomacy in the Asia Pacific: Japan and Australia. *Aust J Int Aff.* 2021 Jul 4 [cited 2025 Jul 24]; 75(4): 432–59. Available from: <https://doi.org/10.1080/10357718.2021.1926423>
- [14] Makananise FO, Sundani ND. Digital Media and Their Implications on Diplomatic Practices in the Fourth Industrial Revolution: A Global South Perspective. In: *The COVID-19 Pandemic and the Digitalization of Diplomacy.* IGI Global Scientific Publishing; 2023 [cited 2025 Jul 24]. p. 1–26. Available from: <https://www.igi-global.com/chapter/digital-media-and-their-implications-on-diplomatic-practices-in-the-fourth-industrial-revolution/www.igi-global.com/chapter/digital-media-and-their-implications-on-diplomatic-practices-in-the-fourth-industrial-revolution/321767>
- [15] Vasiloiu IC. Cyber Diplomacy: A New Frontier for Global Cooperation in the Digital Age. *Inform Econ.* 2023 Mar 30 [cited 2025 Jul 24]; 27(1/2023): 41–50. Available from: <https://revistaie.ase.ro/content/105/04%20-%20vasiloiu.pdf>

- [16] Manor I. What Embassies Tweet About During COVID-19. Exploring Digital Diplomacy. 2020 [cited 2025 Jul 24]. Available from: <https://digdipblog.com/2020/04/06/what-embassies-tweet-about-during-covid-19/>
- [17] Endong FPC. The 'dark side' of African digital diplomacy: The response of Cameroon and Nigeria to separatists' online propaganda. *South Afr J Int Aff.* 2021 Jul 3 [cited 2025 Jul 24]; 28(3): 449–69. Available from: <https://doi.org/10.1080/10220461.2021.1966498>
- [18] Bilate GT, Zou X. Digital Diplomacy and Implementation Challenges in Africa: Case Study of Ethiopia. *J Afr Foreign Aff.* 2022 Aug [cited 2025 Jul 24]; 9(2): 85–106. Available from: <https://journals.co.za/doi/abs/10.31920/2056-5658/2022/v9n2a5>
- [19] Waithaka IN. Digital diplomacy: the integration of information communication technologies in Kenya's ministry of foreign affairs, 1963-2014 [Masters Thesis]. [Nairobi]: Kenyatta University; 2018.
- [20] Onyango LA. The Role of Digital Diplomacy in Regional Integration: a Case Study of Kenya's Relations with Other East African Community Member States (2012–2020) [PhD Thesis]. University of Nairobi; 2022 [cited 2025 Jul 24]. Available from: <https://erepository.uonbi.ac.ke/handle/11295/162424>
- [21] Muaka D. The Role of Social Media in Facilitating Diplomatic Engagements in East Africa. A Comparative Study of Kenya and Rwanda. [PhD Thesis]. [Nairobi]: University of Nairobi; 2021 [cited 2025 Jul 24]. Available from: <https://erepository.uonbi.ac.ke/handle/11295/160903>
- [22] Mboya C. Kenya's digital diplomacy amid COVID-19: New tools in an old toolbox? *South Afr J Int Aff.* 2021 Jul 3 [cited 2025 Jul 24]; 28(3): 429–48. Available from: <https://doi.org/10.1080/10220461.2021.1960596>
- [23] Asenahabi BM. Basics of research design: A guide to selecting appropriate research design. *Int J Contemp Appl Res.* 2019; 6(5): 76–89.
- [24] Gupta A, Gupta N. Research methodology. New Delhi: SBPD Publications; 2022.
- [25] Larkin M, Shaw R, Flowers P. Multiperspectival designs and processes in interpretative phenomenological analysis research. *Qual Res Psychol.* 2019 Apr 3 [cited 2025 Jul 24]; 16(2): 182–98. Available from: <https://doi.org/10.1080/14780887.2018.1540655>
- [26] Africa Confidential. Africa Confidential. 2023 [cited 2025 Jul 24]. Row over China Square discount store after traders' protest presages diplomatic ructions. Available from: https://www.africa-confidential.com/article/id/14342/Row_over_China_Square_discount_store_after_traders%27_protest_presages_diplomatic_ructions
- [27] The Star. The Star. [cited 2025 Jul 24]. State reacts over 'harmful' CS Kuria remark on Sudan. Available from: <https://www.the-star.co.ke/counties/coast/2023-05-15-state-reacts-over-harmful-cs-kuria-remark-on-sudan>
- [28] Mutambo A. The EastAfrican. 2023 [cited 2025 Jul 24]. Kenya forced to disown minister's 'invade Sudan' comment. Available from: <https://www.theeastafrikan.co.ke/tea/news/east-africa/kenya-forced-to-disown-minister-invade-sudan-comment-4235524>
- [29] Mito W. Kenyans. [cited 2025 Jul 24]. Foreign Affairs PS Sing'oei Calls Out Senate Speaker Kingi Over Diplomatic Blunder - Kenyans. co. ke. Available from: <https://www.kenyans.co.ke/news/95324-foreign-affairs-ps-singoei-calls-out-senate-speaker-kingi-over-diplomatic-blunder>

Biography



Douglas Ogugu Omaore is a graduate of Master of Arts in Diplomacy, Development and International Security. He graduated in 2024 from Daystar University.



Patrick Musembi is a senior lecturer at Daystar University having received his PhD in Peace and Conflict Studies from Masinde Muliro University of Science and Technology (MMUST). He is a lecturer of Religious Studies in the Department of Theology and Pastoral Studies, School of Arts and Social

Sciences. He is an accomplished educationist with over 20 years teaching experience at university level. He founded department of the Peace and Inter-national Studies at Daystar in 2010. He developed and implemented the curriculum for BA in Peace and Conflict Transformation of Daystar University in 2008.



Steven Nduto is a lecturer at Daystar. He graduated with MA Diplomacy, Development, and International Security from Daystar University. He is presently pursuing a PhD in religious studies. He teaches Theology, Pastoral Studies and Peace and International Studies. He led the Chaplaincy Department at Daystar University and was responsible for providing the overall spiritual oversight for over 5,000 students and 300 staff, through spiritual nurture programs and pastoral care. He was Thesis Coordinator at Daystar University in the Department of Peace & International Studies from 2020 – 2021. He is a member of Kenya Christian Professional Forum (KCPF) and Reviewer of Journal of Religion in Africa (JRA) since 2022.

Research Field

Douglas Ogugu Omaore: Diplomacy, Development, International Security, Conflict Resolution, Peace Studies.

Patrick Musembi: human security, armed violence reduction, peacebuilding, and reconciliation, gender equality and inclusive societies.

Steven Nduto: Diplomacy, Development, International Security, Pastoral Studies, Religious Studies.