The Adoptability and Resilience of Indigenous Democracy on Digital Platforms

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ABSTRACT

There is persistence of social media influence in African Autocratic regimes despite the underdevelopment and frequent shut down of infrastructures that support the social media. This means that the impact of social media is not determined by technological infrastructure but rather by other factors in African societies such as ancient sociocultural practices. Ingram, (2011) observes that, although social media help activate the bonds between individuals enabling self-expression and information sharing that liberate them and lead to collective actions, they are not sufficient to cause radical influence. Even with shared socioeconomic problems like unfair distribution of resources and limitless-term rule of political elites, social media have not had similar political influence in sub-Saharan Africa as they have had in North Africa. There is possibility that ancient sociocultural factors among individual social groups are responsible for the differential impact of social media in Africa. This exploratory study analyses the ancient sociocultural factors responsible for the vast but differential influence of social media on democratisation process on the continent.

Key words: Indigenous Democracy, Ancient Cultural practices, Social media Use in Africa