The Impact of Social Media in Shaping Kenya's Politics: Gen Z Uprising and the Rejection of the Finance Bill 2024

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Abstract

The rejection of the Finance Bill 2024 by Kenya's Gen Z population highlights the growing influence of digital communication, particularly social media, on the country's political landscape. Similar to other global youth-led movements, Kenya's Gen Z has utilized platforms like Twitter, TikTok, and Facebook to organize protests, voice opposition, and mobilize collective action. Social media has become an essential tool for political engagement, empowering younger generations to influence government policies and actively participate in the political process. This study examines the impact of social media on Kenya's political landscape, focusing on the Gen Z uprising and its involvement in rejecting the Finance Bill 2024. The research was framed through Social Movement Theory (SMT), which provides insight into how digital platforms can facilitate political mobilization. Using a descriptive research design, this study analyzed secondary data from a sample of social media posts and online content related to the protests. A comparison was also made with youth-led movements in other countries such as Egypt, Libya, Tunisia, Sudan, Uganda, Nigeria, and Bangladesh, where social media played a crucial role in shaping political outcomes The findings of this study revealed that social media fosters civic engagement among Gen Z and act as a catalyst for political change, contributing to the reshaping of governance in the digital age. This study sheds light on the broader implications of social media-fueled activism for Kenya's political system and global democratic movements led by younger generations.

Key Words: Social Media, Gen Z, Political Mobilization, Finance Bill 2024, Youth Activism

1.0 Introduction

In an era where a single tweet can spark a revolution, how are young people using social media to change the political landscape of their countries? Globally, social media has proven to be an essential tool for youth-led political movements. A notable example is the Arab Spring of the early 2010s, when platforms like Facebook and Twitter helped organize protests against authoritarian regimes in Egypt, Tunisia, and Libya (Ismail & Farag, 2020). Similarly, the 2024 student-led uprising in Bangladesh, which led to the toppling of Prime Minister Sheikh Hasina, was fueled by social media, particularly Facebook, X (formerly Twitter), and TikTok (Shabur & Siddiki, 2024). In Nigeria, the #EndSARS movement of 2020, which was sparked by police

brutality, demonstrated how social media could unite young people in demanding government accountability and reform (Usman & Oghuvbu, 2021). The Sudan Uprising of 2018–2019 also highlighted how social media mobilized youth for democratic change, ultimately leading to the resignation of President Omar al-Bashir after decades of rule (Albrecht, 2019).

These global movements illustrate the growing role of social media in youth-driven political activism. A similar trend is evident in Kenya, where social media has become a vital tool for political participation, especially among Generation Z (Njuki et al., 2024). In Kenya, platforms such as Facebook, Twitter, and TikTok are empowering young people to voice their opinions, engage in political discourse, and influence government decisions. According to Aboagye, Kipgen, and Nwuche (2020), these platforms are vital instruments for political mobilization, allowing youth to challenge public policies and advocate for change. Omweri (2024) also emphasizes how social media plays a key role in enabling youth-led policy advocacy, further solidifying its importance in empowering the younger generation. This move reflects an important trend in which social media effectively organizes protests and mobilizes collective action by promoting youth participation in government and societal change.

This shift towards online political participation is particularly evident in Kenya's recent protests and online campaigns against the Finance Bill 2024, which became a focal point for Gen Z resistance. The movement was prominently visible on X (formerly Twitter), where hashtags like #RejectFinanceBill2024 amplified their voices and showcased their perspectives, fostering a sense of community among youth (Njuki et al., 2024). As reported by the Communications Authority of Kenya (2023), the rapid increase in smartphone usage and internet penetration has made social media platforms even more accessible. By early 2024, Kenya had a 40.8% internet penetration rate, with 22.71 million internet users and 23.5 % of the population actively engaging on social media platforms (DataReportal, 2024).

This connectivity is particularly significant among young people, who use these platforms for entertainment and to address pressing political and social issues. Generation Z, born between the late 1990s and early 2010s, is one of the most digitally engaged demographics, using social media to shape political conversations and drive societal change (Shaji, 2024). In this context, social media has opened new avenues for political engagement, enabling Kenyan youth to bypass traditional political structures, often dominated by older generations and take direct action in

shaping the country's political future. Studies on Kenya's political landscape, including those focused on recent election cycles, affirm that social media has not only amplified youth voices but has also brought political rhetoric and misinformation into sharper focus, shaping public opinion and influencing electoral outcomes (Abboud, Ajwang, & Lugano, 2024; Mohamed, Radoli, & Aswani, 2024).

The Rise of Digital Communication Platforms in Kenya

Digital communication platforms have significantly altered the dynamics of political involvement by reducing the barriers to entry for political debate (Gil de Zúñiga & Chen, 2019). Social media has given Kenyan youth a platform to form movements that oppose the existing quo, organize protests, and voice their opposition. In Kenya's political environment, platforms such as X (formerly Twitter) have played a crucial role, often being used to initiate viral campaigns that spotlight significant national concerns. For instance, hashtags such as *#RutoMustGo, #OccupyStateHouse,#RejectFinnanceBill2024*, and *#ResistTheBill* have catalyzed online debates and real-world mobilization, challenging state policies and engaging youth in ways that traditional media could not. The role of #KOT (Kenyans on Twitter) in shaping public discourse has been particularly noteworthy. According to recent studies on Kenya's social media scene, Twitter has become a vital tool for popular movements, hosting some of the most intelligent and dynamic political discussions (Haugerud et al., 2020; Nyabola, 2018).

These platforms allows Kenyans to rapidly organize and engage in political debate, bypassing traditional media outlets that may be slow to cover sensitive issues. Social media platforms have thus become an arena where political ideas are contested and where public opinion is shaped in real-time (Mbachu, 2021). Furthermore, the influence of social media has extended beyond the digital realm, impacting actual political behaviour. For example, during the 2017 Kenyan general elections, social media played a pivotal role in both informing voters and fostering political polarization (Osei, 2020). The ability to disseminate real-time information, mobilize protests, or challenge electoral outcomes is a testament to the power of these digital platforms in shaping political participation in Kenya.

Why the Finance Bill 2024 Became a Focal Point for Opposition

Shilaho and Monyae (2024) state that the Finance Bill 2024 became a major source of disagreement for a number of reasons. First, a variety of new taxes were introduced by the measure, which disproportionately affected Kenya's youth, especially those with lower incomes. A large segment of Generation Z is already impacted by unemployment and underemployment; therefore, the bill's additional financial constraints were perceived as unfair and a danger to their financial prospects. Second, a lot of youth believed that the policy-making process was not listening to them. The youth's displeasure was heightened by the perception that the bill was a top-down decision that ignored their concerns.

As a result, social media gave Kenya's Generation Z a platform to air their complaints and coordinate widespread protests. Thousands of young people joined protests and demanded that the government reevaluate the measure, sparking a statewide movement that started with a few isolated internet remarks and posts. Social media helped the campaign expand quickly and effectively, gaining support from people all around the nation and even the Kenyan diaspora, in contrast to traditional forms of protest, which may be difficult to organize.

Social media's role in Gen Z's rise to prominence in Kenyan politics signifies a dramatic change in the way politics and activism are carried out in the nation. In light of this, the study's main research question is: How has social media affected Kenya's Generation Z's political engagement and their role in opposing the Finance Bill 2024? This study seeks to investigate the movement's wider ramifications by examining how social media has changed Kenyan politics and administration in addition to helping Generation Z organize and protest. The study will shed light on the transformative role that social media plays in empowering younger generations to question government policies and impact political discourse by looking at case studies, digital trends, and comparative youth movements abroad.

Youth-led Social Media Movements in Kenya

From the country's struggle for independence to the 1990s multi-party democracy movement, youth activism in Kenya has played a significant role in bringing about political change. The movement for change has always been spearheaded by young people. However, the youth-led demonstrations in 2024 that were fueled by social media stand out because of their never-before-seen size, ferocity, and direct impact on public policy (Okibe, 2024). The Finance Bill 2024 was

a watershed in the history of young people's activism against government policy, especially among Generation Z. According to Okibe (2024), the bill's suggested new taxes and economic policies are seen as onerous, particularly by young people who are already dealing with high unemployment rates and unstable economic conditions. Kenya's youth were incensed by this and swiftly flocked to social media to voice their displeasure and organize opposition.

Kenya's Generation Z used social media platforms like Facebook, Twitter, and TikTok to plan demonstrations, disseminate information about the Finance Bill's effects, and make hashtags that went viral both domestically and globally. Thousands of young people protested both online and in the streets when hashtags like *#GenZVoices, #OccupyCBDThursday, #OccupyParliament, #TokeaTuesday, #RutoMustGo,* and *#RejectFinanceBill2024* swiftly gained popularity (Ajaegbu & Ajaegbu, 2024). Social media emerged as a crucial instrument for galvanizing mass mobilization, enabling Generation Z to directly interact with the government and circumvent conventional media channels, which were frequently perceived as being biased or ineffectual.

While youth-led activism has always shaped Kenya's political landscape, there is limited research exploring how social media specifically empowers Kenyan youth, particularly Generation Z, to challenge government policy in real time. The protests against the Finance Bill 2024 represent a significant case of digital activism, yet there is a lack of understanding about how social media facilitates these rapid mobilizations and influences political decisions. This study addresses this gap by analyzing how digital platforms especially Twitter, Facebook, and TikTok enabled Kenyan youth to coordinate and amplify their opposition to the bill's proposed economic policies, which many young people found burdensome given the high rates of unemployment and economic instability they face (Okibe, 2024).

2.0 Literature Review

The rise of social media has reshaped political engagement, particularly among youth, by enabling them to bypass traditional media and political structures to influence discourse and drive social change. Social media has empowered youth-led movements globally, such as the Arab Spring (Ismail & Farag, 2020) and Nigeria's 2020 #EndSARS protest (Olorunnipa & Kazeem, 2020), to raise awareness and demand reform. In Kenya, social media is a key tool for political mobilization, especially among Generation Z, who are more digitally engaged than

older generations. Studies show that social media not only boosts youth political participation but also helps challenge policies, as seen in the opposition to the Finance Bill 2024, where hashtags like #RejectFinanceBill2024 united youth to voice concerns (Aboagye et al., 2020; Njuki et al., 2024).

With increasing internet penetration, Kenya's youth are using social media for activism, though it also amplifies misinformation, posing challenges to informed participation (Abboud, Ajwang, & Lugano, 2024; Macharia & Ong'ong'a, 2024). This review examines global youth activism, the role of social media in Kenya's Generation Z mobilization, and applies Social Movement Theory (SMT) to understand how social media facilitates collective action and political expression (Mohamed, Radoli, & Aswani, 2024). This study fills a research gap by exploring the specific mobilization of Kenya's youth against the Finance Bill 2024.

Social Media as a Catalyst for Political Engagement

Social media has significantly impacted youth political participation, particularly in regions such as Nigeria and Kenya. Aboagye et al. (2020) provided a comparative analysis of digital mobilization in both countries, demonstrating that social media facilitated youth engagement in policy-making processes and youth-led movements in politically comparable contexts. Loader, Vromen, and Xenos (2014) also examined social media's role in political participation and civic engagement, particularly among youth. Their findings suggested that digital platforms create a space for active political discourse, relevant to understanding how Kenyan youth mobilized against the Finance Bill 2024 on platforms like Twitter.

Case Studies of Youth-Led Movements

Global youth movements highlight how social media facilitates collective action. For example, Brazil's 2016 "Fora Temer" protests and Egypt's 2011 Tahrir Square uprising were largely organized through social media (dos Santos & Vidigal, 2019; Ismail & Farag, 2020). Closer to home, Uganda's People Power Movement demonstrated the power of youth-driven digital activism (Kiwuwa, 2019).). In Bangladesh, youth-led protests in 2018, sparked by a demand for safer roads and better transport laws, were amplified through social media platforms, with students organizing mass protests across the country using Facebook and Twitter (Tanjeem & Fatima, 2023). Closer to home, Uganda's People Power Movement demonstrated the power of

youth-driven digital activism (Kiwuwa, 2019). Kenyan Gen Z protests against the Finance Bill 2024 reflect global movements like Nigeria's #EndSARS campaign, emphasizing youth demands for transparency and fair governance (Olorunnipa & Kazeem, 2020).

Generation Z and Digital Activism

Research has highlighted the distinct role of Generation Z in digital activism. Alodat, Al-Qora'n, and Abu Hamoud (2023) explored political participation among Jordanian youth, noting how social media supports participatory democracy. Comparing this with Kenya's context, it becomes evident that digital activism among Gen Z transcends national borders, enabling young people globally to engage in governance. Further, the Pew Research Center (2021) found that Gen Z is more likely than previous generations to use visual platforms like TikTok for political expression, a trend mirrored in Kenya as activists leveraged TikTok during the Finance Bill protests. This contrasts with earlier social media campaigns in Kenya, which focused more on anti-corruption efforts, as noted by Kanyinga (2018), indicating a shift in political priorities among Kenyan youth.

Strategies and Tactics Employed by Youths

Olorunnipa and Kazeem (2020) explored Nigeria's #EndSARS movement, showing how social media facilitated youth activism through hashtags, live videos, and trending topics to garner national and international support. These parallel tactics used by Kenyan youth in their digital protests against the Finance Bill 2024. Additionally, Mwangi (2023) analyzed the influence of social media on political change in East Africa, focusing on youth movements in Kenya and Uganda. This study underscored how digital platforms are instrumental in organizing, mobilizing, and sustaining youth protests, shedding light on the strategies employed by Kenya's Gen Z in their opposition to the Finance Bill.

Case Studies: TikTok and Twitter (X) Campaigns

TikTok and Twitter played central roles in the 2024 protests. On TikTok, short videos explaining the Finance Bill's consequences went viral, reaching millions and highlighting the personal impact of the proposed taxes (Wamuyu, 2021). TikTok's algorithm ensured these videos reached

a broad audience. Twitter (now X) was used for real-time coordination, sharing meeting points, strategies, and live updates. The audio feature Twitter Spaces facilitated real-time discussions, enhancing protest coordination. The hashtag #RejectFinanceBill2024 trended globally, drawing international attention and solidarity for the Kenyan cause (Mwangi, 2023).

The Finance Bill 2024 and its Impact on Youth

The Finance Bill 2024 sparked widespread opposition due to its disproportionate impact on young Kenyans. Gen Z used social media to voice their frustrations and organize protests, with hashtags like #RejectFinanceBill2024 encapsulating the youth's grievances. Social media became the primary platform for organizing resistance, amplifying youth voices in political discourse (Omweri, 2024).

Social Movement Theory (SMT)

SMT was initially formalized by sociologists like John McCarthy and Mayer Zald in the 1970s, who proposed that collective action often stems from organized efforts to address specific grievances or injustices (Macionis, 1999). Over time, theorists like Doug McAdam and Charles Tilly expanded SMT to analyze how resources, political opportunities, and social networks impact social movements. Social Movement Theory (SMT) offers valuable insights into collective action, helping to understand the social dynamics behind youth-led digital activism against Kenya's Finance Bill 2024. SMT explores how movements are initiated, sustained, and evolve, especially in response to shared grievances.

SMT assumes that collective action emerges primarily from shared grievances or dissatisfaction with existing social, economic, or political conditions (Macionis, 1999). For Kenya's Gen Z, the Finance Bill 2024's proposed economic measures presented a shared challenge, acting as a unifying grievance that mobilized youth. SMT suggests that successful movements depend on the mobilization of resources like financial, human, or informational. In the digital age, platforms like TikTok and Twitter provide a low-cost, high-reach resource, enabling sustained advocacy without traditional funding.

The theory posits that social movements are likely to gain momentum if there are favourable political opportunities or windows for influence (McAdam, 1999). The Finance Bill's unpopularity among the public created a favourable environment for Gen Z activists to press for change. SMT highlights the importance of networks in facilitating collective action. Kenya's Gen Z activism demonstrates how digital platforms form virtual networks that replace traditional hierarchical structures, enabling decentralized and adaptive activism. SMT effectively explains why individuals with shared grievances unite, providing a framework to understand movements like Gen Z's opposition to the Finance Bill 2024. The theory has evolved to incorporate digital activism, making it relevant in analyzing movements organized through social media. It emphasizes the role of resources and political opportunities, which are central to understanding why digital platforms amplify youth voices in Kenya.

Social Movement Theory offers a lens to examine how Kenya's Gen Z mobilized against the Finance Bill 2024 using digital platforms. The theory aligns with this study's objectives by highlighting the ways social media acts as a resource, enabling analysis of how platforms like Twitter and TikTok provide the resources and networks Gen Z needs to mobilize effectively against fiscal policies they perceive as unfair. Understanding the influence of social media-driven activism on shaping public opinion and encouraging policy reconsideration, as SMT illustrates the impact of resources and political opportunities on movement outcomes. Comparing Gen Z's online activism in Kenya to other global movements by assessing how SMT applies across different contexts where digital tools amplify marginalized voices.

3.0 Methodology

This study adopted a qualitative research design, leveraging secondary data to analyze the role of social media in shaping political engagement among Kenya's Gen Z. The qualitative approach is ideal for exploring the dynamics of social media platforms and how they foster political activism. By utilizing case studies and analyzing existing data, this research aims to understand the deeper trends and patterns of youth mobilization against the Finance Bill 2024. The study employed content analysis, a qualitative method ideal for systematically analyzing text, images, and media within social media posts, online campaigns, and news articles related to the Gen Z protests against the Finance Bill 2024. This approach allows for an in-depth examination of

language, symbols, and shared grievances, revealing underlying themes and sentiments within youth-led activism.

The population for this study comprised of social media posts, online campaigns, and articles related to Kenya's Gen Z opposition to the Finance Bill 2024. A purposive sampling method was applied, focusing on key platforms such as Twitter (X), TikTok, and Facebook where youth engagement and mobilization were most active. The sample size included 300 high-engagement posts selected from trending hashtags such as *#RejectFinanceBill2024, #RutoMustGo,#OccupyStateHouse*, and *#GenZVoices*, which capture the movement's scope and sentiment. This included 100 posts from Twitter (X), 100 TikTok videos, and 100 Facebook comments/posts, ensuring a balanced representation across platforms that reflects the broader discourse within the youth-led movement.

The primary outcome of this study was to assess the extent of youth participation and mobilization on social media platforms. Data were gathered from secondary sources, including published reports, social media archives, and scholarly articles related to the Gen Z protests. Analytical tools, such as Twitter's API and third-party social media platforms, were used to track hashtag usage, user engagement (likes, shares, comments), and sentiment. The data collection focused on posts and interactions from April to July 2024, capturing the critical period leading up to and following the proposed Finance Bill. The collected data included post frequency, user interaction levels, and the geographic distribution of online discussions within this timeframe.

4.0 Results and Discussion

Table 1: Social Media Platforms Used by Gen Z to Mobilize Against the Finance Bill 2024

Platform	Percentage of Users(%)	Primary Usage Purpose
Twitter	45	Organizing protests, political debates
TikTok	30	Sharing protest videos, engaging youth
Facebook	15	Coordinating offline mobilization
Instagram	10	Raising awareness through

		influencers

Source: (Author,2024)

The table shows the breakdown of social media platforms used by Generation Z in Kenya during their opposition to the Finance Bill 2024. Twitter emerged as the dominant platform, while TikTok provided a visual narrative for the protests. Facebook, though less popular, was used for organizing offline events.

Generation Z and Digital Activism

Young people used Twitter as a forum to discuss politics and plan protests. The call for fair governance and accountability from the administration was a recurring issue.

"*We need to speak up now! The Finance Bill is hurting us more than it helps. Let's make our voices heard and #RejectFinanceBill2024!"* (Tweet, April 2024)

Source: (X, 2024)

@ S33 Follow

We all go to bed tonight in the hope that tomorrow we shall wake up, and if I do wake up in the morning alive, and well, I shall be in the streets shouting #RejectFinanceBill! 7 out of 10 shillings collected are going towards servicing debt, who are we paying? Audit the debt!

@ S26 Follow

Say their names!!!
I'm here for all the missing people, for all the lives lost, for all those abducted and injured.
For us!!
VIVA!! ✊🏾🇰🇪🇰🇪

@ S27 Follow

Tuesday ⏰ Tuesday ⏰ Back like we never left ✊🏾🇰🇪
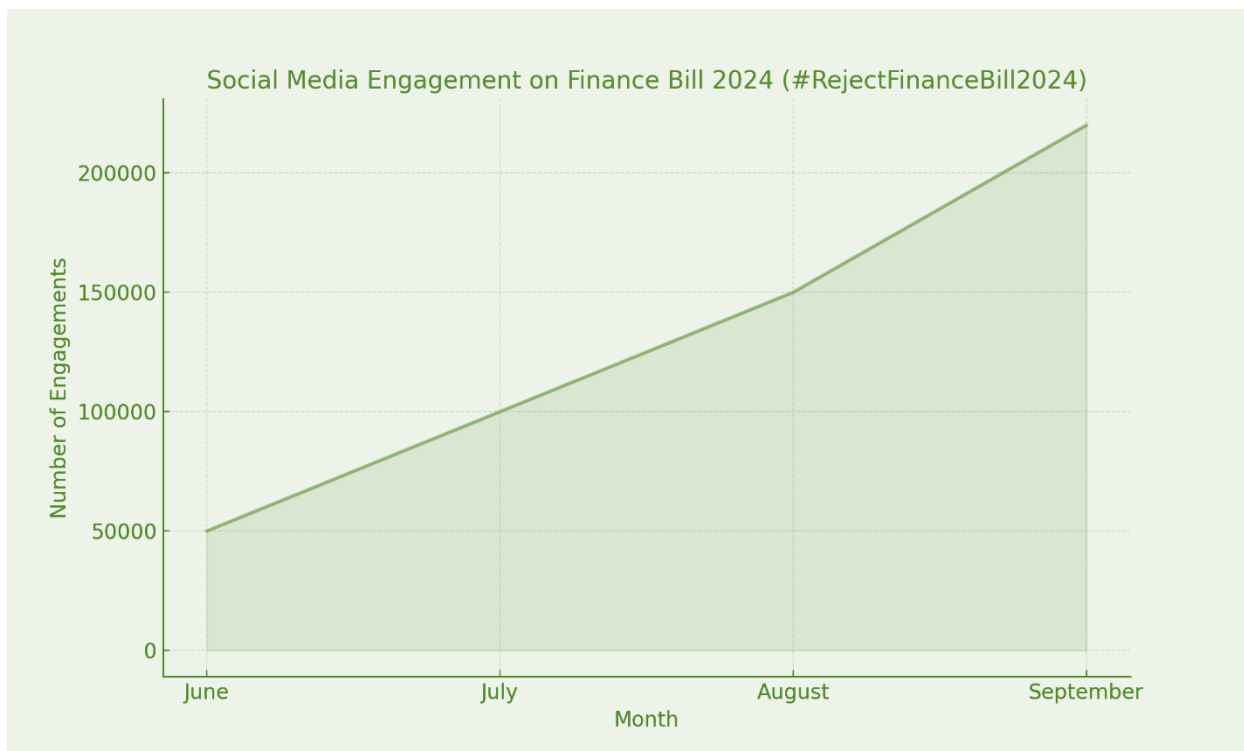Tribe-less, Leader-less , Party-less

#GenZPollRelease #RutoMustGo

Source: (Njuki et. Al, 2024)

"We are still in police custody. We are in police's Subaru. They can unlawfully arrest and hold us. This is a movement and the younger generation is woke and cannot be shaken. Tomorrow we meet at #OccupyParlaimentReloaded! #RejectFinanceBill".

Source: (Njuki et. Al, 2024)

Figure 1: Increase in Tweets Using #RejectFinanceBill2024 Over Time (June-August 2024)

Discussion of Findings

The results showed that Twitter was the most widely used platform for political mobilization among Kenya's Gen Z, with 45% of respondents actively participating in discussions and organizing protests through the platform. This aligns with the argument that Twitter, as a microblogging site, facilitates fast-paced communication, making it ideal for mobilizing youth around urgent political issues (Turzo, 2024). TikTok was also instrumental in amplifying youth voices through engaging, visual content, allowing protesters to share live updates, clips of demonstrations, and creative messaging. The rapid increase in tweets with the hashtag #RejectFinanceBill2024 (as shown in Figure 1) highlights how social media has become an essential tool for mobilizing youth-led movements. The evidence suggests that digital platforms are reshaping political discourse, allowing young people to challenge government policies with unprecedented reach and speed.

Comparison with Previous Studies

These findings align with previous research suggesting that social media plays a significant role in reducing barriers to political participation, and fostering a more inclusive and participatory environment for political expression. The prominence of (X) in political protests underscores a trend where younger generations favor visual platforms as tools for activism and advocacy, differentiating their engagement styles from those of previous generations. However, this study also reveals a shift in focus within Kenyan social media activism, moving beyond single-issue campaigns such as anti-corruption. The current movement's emphasis on fiscal policy demonstrates an expansion in the scope of youth-led campaigns. When viewed alongside other youth movements across Africa, such as those in Nigeria, it becomes clear that while social media offers unique opportunities for mobilization, youth-led activism still encounters distinct challenges. This broader comparison offers valuable insights for understanding and supporting future movements on the continent.

One strength of this study is its focus on multiple social media platforms, which provides a more holistic understanding of Gen Z's digital activism. Moreover, the use of both qualitative (content analysis of tweets and posts) and quantitative data (survey of platform usage) strengthens the validity of the findings. However, there are limitations. The reliance on social media data may exclude offline participation and voices of youth without access to digital platforms. Additionally, this study primarily focuses on urban youth, potentially overlooking rural areas where access to social media may be more limited.

There was a relatively low use of Facebook, traditionally a significant platform in Kenyan political discourse. This shift suggests that younger generations are moving away from older social media platforms in favor of newer, more dynamic tools like TikTok and Instagram. This reflects a broader global trend of youth preferring platforms that offer short, visual content (dos Santos & Vidigal, 2019). The findings also support Social Movement Theory (SMT), which posits that collective actions emerge when there are shared grievances and a platform for organizing (Macionis, 1999). Generation Z's use of social media for organizing against the Finance Bill 2024 mirrors the SMT framework, where digital platforms allow decentralized,

networked activism. This case demonstrates how Kenya's youth have redefined traditional social movements, integrating digital activism with offline mobilization efforts.

Therefore, the findings of this study underscore the vital role that social media plays in the political mobilization of Kenya's Generation Z. Twitter and TikTok were particularly effective in fostering collective action against the Finance Bill 2024. The rapid uptake of these platforms by Kenyan youth highlights a shift in political engagement towards digital activism. The significance of these findings lies in their implications for governance and policy-making. Social media has empowered a new generation to engage actively in the political process, potentially leading to a more responsive and inclusive form of governance. Future movements will likely continue leveraging digital platforms to challenge policies that disproportionately affect marginalized communities.

5.0 Conclusion

The findings of this study highlight the critical role that social media has played in mobilizing Kenya's Generation Z against the Finance Bill 2024. Through platforms like Twitter and TikTok, young people not only voiced their opposition but also organized large-scale protests, reshaping the nature of political activism in the country. The rapid and sustained response by Kenya's youth demonstrates the power of digital activism in influencing government policy. This movement underscores the growing importance of online platforms as tools for political engagement and advocacy, particularly for marginalized groups like the youth.

The significance of this study lies in its exploration of how social media is transforming traditional political participation in Kenya. By empowering Generation Z, these platforms have provided a voice to the younger population, allowing them to challenge governmental policies in a manner that was previously unavailable to them. This study identifies a gap in the literature surrounding the long-term impacts of digital activism on governance, particularly in African contexts, which remains an underexplored area of research. Moving forward, the government should consider engaging more effectively with youth on social media platforms, as ignoring these digital movements can lead to increased tensions and political instability. Policymakers need to recognize that youth, empowered by technology, are not passive observers but active participants in shaping national discourse.

However, this study raises several unanswered questions. What are the long-term effects of youth-led digital activism on political structures? How can future governments proactively engage with youth-driven online movements before protests escalate? Future research could explore the sustainability of digital activism, examining how online movements transition from protests to policy change, and the role of technology in this process. In conclusion, this study highlights the transformative power of youth activism in Kenya, emphasizing its significant implications for governance, policy, and democratic participation. The emergence of Generation Z as a political force in the country signifies a shift in how youth engage with governance. Future studies must continue to explore the intersection of social media, youth activism, and policy change to gain a deeper understanding of the dynamics of modern political participation.

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