



TERMS OF REFERENCE FOR CONDUCTING DIGITAL INFORMATION ECOSYSTEM ASSESMENT

Job Title: Consultant

Location: Nairobi, Kenya

Supervisor: Project Director

Duration: 1 month

About Internews

At Internews we believe everyone deserves trustworthy news and information to make informed decisions about their lives and hold power to account. We train journalists and digital rights activists, tackle disinformation and offer business expertise to help media outlets become financially sustainable. Internews is an international nonprofit with 30 offices around the world, including headquarters in California, Washington DC, London and Paris, and regional hubs in Bangkok, Kyiv, and Nairobi.

Background

Kenya Safe and Inclusive Digital Space (*KenSafeSpace*) is an European Commission funded multistakeholder project, aimed at strengthening the voice, capacity, and influence of Kenyan human rights organisations, to promote and safeguard democratic, safe, and inclusive digital space. Internews together with co-applicants KICTANet, Internet Without Borders, and local partners including Mzalendo Watch, Bloggers Association of Kenya (BAKE), Tribeless Youth and Watoto Watch Network, will support Human Rights Civil Society Organisations (HR CSOs), media professionals, and individuals in Mombasa, Nairobi, Nakuru, Kisumu and Eldoret, to be able to accurately identify, monitor, and respond to online disinformation, hate speech, cyberbullying, and other digital risks, through delivering a combination of targeted research, tailored training and tools, and innovative human-centred and rights-based solutions.

Digital Information Ecosystem Assessment

Objectives

The main objective of this consultancy is to conduct a Digital Information Ecosystem Assessment, aimed at building knowledge of digital threats and risks as it relates to digital media and AI, key human rights issues that may be affected or exacerbated by online harmful speech, digital policy gaps and readiness in Kenya.

Specific Objectives include:

- To map and analyze digital sources of information in the country
- To analyse trends in digital threats and risks, including harmful speech, unethical use of artificial intelligence, online gender-based violence, and other threats affecting citizens including under-represented and marginalised groups like children, youth, and indigenous people

- To measure and analyse people’s awareness, concerns, political attitudes or service needs about digital threats
- To analyze relevant policies and regulation affecting or protecting digital rights

Scope of Work

Under the direct supervision of Internews’ Project Director, the consultant will perform the following activities:

- Review Internews’ qualitative research methodology and other documents relevant to the IEA
- Conduct desk review of existing literature, reports, and relevant documents on digital information ecosystem in Kenya
- Provide a research methodology which incorporates consideration relevant to the Kenyan context.
- Develop key informant list, including in project geographic locations (Mombasa, Nairobi, Nakuru, Kisumu and Eldoret).
- Lead and oversee all desk research and field data collection activities (Key Informative Interviews and administer questionnaires etc.)
- Analyze collected data using appropriate statistical methods.
- Provide preliminary findings of the IEA to Internews by agreed deadline.
- Submit a draft report to Internews for review by agreed deadline.
- Submit final report to Internews by agreed deadline.

Assessment Methodology, Approach and Tools

The assessment will mainly use a human centered approach where an in depth and engaging methods will be employed to achieve best results. Thus, the methodologies to be used shall include a combination of qualitative and quantitative methodologies, observation and desk review of previously done assessments. The assessment shall follow through the phases outlined in the IEA guideline.

Time frame and deliverables

The assessment shall be completed in four (4) weeks from the commencement of the assignment. The assessment deliverables to be met include:

1. Inception report detailing the Assessment questions, methodology, work plan, and data collection tools.
2. Key informant list
3. Preliminary findings report for review and feedback
4. Final Digital Information Ecosystem Report
5. Presentation slides of findings

Qualifications and Experience

- A master’s degree or equivalent in Monitoring and Evaluation, sociology, journalism and communication or related social science fields
- Minimum of ten years of experience conducting research/evaluations with a focus on civil society and peace building programs.

- Experience working in the areas of communication, journalism and community engagement is essential.
- Strong knowledge of international NGO operations, including program design, implementation, and Monitoring & Evaluation.
- Strong expertise on digital threats, mis/disinformation issues.
- Extensive knowledge of the country's political context is an asset.
- Excellent inter-cultural communication skills/cultural sensitivity and the ability to forge strong cross-cultural relationships and build trust demonstrated through previous intercultural experience.
- Strong analytical skills. Ability to synthesize and present findings and conclusions, make practical recommendations, and prepare well-written, timely reports in English.
- Demonstrated experience in qualitative data collection and analysis.
- Experience of conducting similar assignment strongly preferred.
- Fluency in English and Local Languages.

How to Apply

Interested consultants must submit to KE-Jobs@INTERNEWS.ORG the following documents, stating the name of the position in the subject line:

- A proposal of maximum four pages, describing how your methodological approach will address the scope planned for this research; how your profile meets the criteria for selection of consultants listed above, potential limitations in the research, and an indicative timeline and budget.
- Curriculum Vitae of the research team/consultants.
- Indicative team profile with the relevant experiences of each team member highlighted.
- Three previous, similar assignments carried out by the main evaluator in this application in the recent past including, contact information of the organizations for which these services were provided.
- Copy of legal entity certification for firms.
- This position is for Kenyan nationals only. Qualified and experienced female applicants are encouraged to apply.
- Applications must be received by March 15th, 2024.
- Applications will reviewed on a rolling basis.