

POLAND IN KENYAN MEDIA SPACES

FINAL
REPORT

Adam Drosik
Grzegorz Haber
Patrycja Hejdak

PREFACE

Aleksandra Kmak-Pamirska



FINAL REPORT

Poland in Kenyan Media Spaces

Adam **Drosik**, PhD, Associate Professor at the University of Opole

Grzegorz **Haber**, PhD

Patrycja **Hejdak**, MA

FOREWORD BY HUMANDOC

Aleksandra **Kmak-Pamirska**

Opole – Warsaw – Nairobi

2025



About the HumanDoc Foundation

The mission of the HumanDoc Foundation is to create positive change in people's lives and to build resilience within communities and the environment.

Our efforts focus on restoring a sense of security, whether it has been lost due to violence, natural disasters, wars, trauma, or environmental, climatic, and societal changes.

We address current challenges creatively and develop innovative systemic solutions.

With full commitment, we respond to humanitarian crises and various social and environmental issues. We operate both locally and globally, continuously improving, optimizing, and scaling our solutions while involving more individuals and communities in their co-creation.

HumanDoc is more than just aid.

Learn more at: www.humandoc.pl



Remember us when filing your tax return.

Donate 1.5% of your tax: KRS 0000349151

This publication expresses solely the views of the author and cannot be identified with the official position of the Ministry of Foreign Affairs of the Republic of Poland.



Ministerstwo
Spraw Zagranicznych

The project has been financed by funds received from the Ministry of Foreign Affairs of the Republic of Poland under the competition "Public Diplomacy 2024–2025 – The European Dimension and Counteracting Disinformation."

TABLE OF CONTENTS

FOREWORD – HUMANDOC FOUNDATION 4

1. INTRODUCTION 6

1.1. Objectives of the Monitoring 7

1.2. Review of Similar Scientific Studies 10

2. STRUCTURE OF THE MEDIA MARKET IN KENYA 23

2.1. CHARACTERISTICS OF THE MEDIA MARKET 27

3. POLAND IN KENYAN SOCIAL MEDIA

3.1. Quantitative Analysis 52

3.2. Qualitative Analysis 82

4. POLAND IN KENYAN TRADITIONAL MEDIA 89

4.1. Quantitative Analysis 94

4.2. Qualitative Analysis 98

4.3. Qualitative analysis of Poland-targeted disinformation in Kenyan media 106

5. ACTION: A MEDIA CAMPAIGN IN KENYA ABOUT POLAND 110

5.1. Activity assumptions 111

5.2. Implemented Activities 113

5.3. Assessment of Activities 118

6. CONCLUSIONS AND OBSERVATIONS

6.1. Key Findings from the Analysis 129

6.2. Key Challenges 136

6.3. Opportunities and Potential 138

7. RECOMMENDATIONS 141

FOREWORD

by HumanDoc Foundation

For centuries, Africa has fascinated the world with its natural wealth, cultural diversity, and a history full of contrasts. At the same time, our image of this continent is often distorted by simplifications and stereotypes that fail to reflect its complex reality. It is therefore worth asking: how are we, Europeans – and especially Poles – perceived in Africa? What comes to mind for a Kenyan when they hear the word “Poland”? Have our winter landscapes, folklore, and everyday life also become surrounded by simplifications, just as our own ideas about Africa often are?

The project carried out by HumanDoc in Kenya seeks to find answers to these questions, offering a new perspective on the mutual perceptions of our societies. Its aim is to cross boundaries – not only geographical, but above all mental ones that divide our cultures. This initiative focuses on analyzing the image of Poland in Kenyan media, while at the same time creating a space for dialogue and exchange of experiences.

HumanDoc operates on the philosophy of *Design Optimal Change*, which puts people and communities at the center. We believe that true change happens through co-creation of solutions and jointly discovering what unites rather than divides us. That is why the project involves not only media research but also practical actions: we invite Kenyan journalists to Poland so that they can directly experience our reality. The idea is not to impose a narrative, but to create a space for genuine exchange and mutual understanding.

The fundamental value of this undertaking is building relationships based on respect and understanding. We know that true intercultural understanding requires more than media analysis – it needs direct contact and shared experiences. That is why the project combines theory with practice, enabling cooperation and joint creation of media content by Poles and Kenyans.

The outcome of the project is not only this report, a media campaign in Kenya, or a conference in Nairobi, but also a step toward global understanding, which is the foundation of peaceful cooperation and security in a globalized world. We want to show that cultural differences need not be a barrier – they can become a source of inspiration, dialogue, and collaboration.

Our goal is to create messages that transcend borders and connect people through shared values and aspirations. This aligns with the idea of global education, which builds community based on understanding and cooperation. We believe that such initiatives allow us to change the world step by step – building bridges where divisions once existed.



1

INTRODUCTION



1.1. OBJECTIVES OF THE MONITORING

- **Explaining why studying Poland's image in Kenya is important; analyzing Poland's image in Kenyan media; identifying disinformation and potentially harmful narratives.**
 - **A brief overview of the report's scope and methodology.**
-

The research and analytical segment of the project titled “*Transcontinental Dialogues: Poland in Kenyan Media Spaces*” (no. 040/2/2024), financed by the Ministry of Foreign Affairs under the grant program “*Public Diplomacy 2024–2025 – the European Dimension and Countering Disinformation*,” was intended to examine and understand the presence and image of Poland within Kenya's media environment. This report presents the results of a complex research process consisting of three key stages: media monitoring, content analysis, and the interpretation of those contents in light of the project's objectives. The aim of the report is to provide reliable data and conclusions that can serve as an important basis for public diplomacy activities in the area of managing our state's image.

The image study conducted within the project is significant because it reflects the growing importance of cooperation with East African countries. Kenya – one of the fastest-developing states in the region – plays a key role in shaping political, economic, and social relations in Africa. Understanding how Poland is perceived in Kenya's media space enables the conscious and effective building of a positive image of our country, which is indispensable for developing international cooperation, strengthening Poland's position on the global stage, and promoting Polish values and interests. This study may serve as an introduction to a long-term public diplomacy strategy aimed at increasing Poland's recognition in new, prospective international markets. Kenya's dynamic economic growth, expanding middle class, and developing media infrastructure make it an attractive partner for Polish investors, educational institutions, and cultural organizations. On the basis of the findings gathered, Poland can better tailor its image-building activities to engage more effectively with Kenyan society, which in the longer term may bring tangible political, economic, and social benefits to both sides.

The main objective of the monitoring was to examine and assess Poland's image in Kenya's media space – both in traditional information channels and on digital platforms and social

media. The project aimed not only to collect data on Poland's presence in Kenyan media discourse, but also to conduct qualitative and quantitative analyses of narratives and to identify their potential impact on perceptions of our country in Kenya. A key aspect was understanding the extent to which Poland is present in Kenyan media, what themes and narratives are associated with it, and what emotions it evokes among audiences.

Another priority of the monitoring was to identify positive and negative narratives concerning Poland. The goal was to determine which areas – such as politics, culture, economy, education, or international cooperation – are most frequently addressed and how they are presented. Particular attention was paid to issues of disinformation by analyzing content that potentially distorts the image of Poland and its relations with Kenya. This made it possible not only to diagnose current challenges, but also to propose measures counteracting negative narratives – crucial for building trust and portraying Poland as a stable and reliable partner.

The monitoring was carried out in three key stages. The first was the selection of Kenyan media to be monitored. This process was conducted in cooperation with consultant Denis Kioko Matheka of Southern Policy Hub, indicated by the Kenyan partner, which made it possible to account for the specifics of the local media market. The key indicators adopted during selection included: affiliation with a media group, audience size, market share, and the social influence of selected outlets. These criteria enabled coverage of both traditional media channels and rapidly developing digital platforms and social media. As a result, the selected media represent diverse demographic groups (including linguistic diversity) and regions of Kenya, ensuring a broad spectrum of analyzed content.

The second stage comprised quantitative and qualitative analysis of the collected content. Monitoring focused on newsroom profiles on social media, professional profiles of selected journalists, and the websites of traditional media. Altogether, the monitored media accounted for over 70% of the Kenyan media market in terms of reach, allowing the collection of representative data. The analysis was based on a categorization framework that included both direct references to Poland and content indirectly related to Polish topics. This enabled the identification of a wide spectrum of media narratives about Poland, including issues related to culture, politics, the economy, and disinformation. The monitoring process was supported by advanced analytical tools such as Brand24, Mentionlytics, and Google tools, which allowed for systematic and efficient data collection.

The third stage of the project focused on analyzing the collected research material. At this stage, the data were interpreted in cooperation with Kenyan consultants, which allowed local cultural and social contexts to be incorporated into the analysis. The analysis included identifying major themes, content sentiment, and trends regarding Poland's presence in Kenya's media space. Special emphasis was placed on determining the dominant narratives in Kenyan media, their potential impact on Poland's image, and possible risks stemming from disinformation.

The report is divided into several parts that systematically present the stages of the research and results. The first part outlines the project context and methodological assumptions. The second part focuses on a detailed analysis of the structure of the Kenyan media market, which formed the basis for further research activities. The third part discusses the results of monitoring social and traditional media, with particular emphasis on thematic categories, sentiment, and identification of dominant narratives. The fourth part presents detailed conclusions and recommendations for further public diplomacy activities and for countering disinformation.

The importance of the project stems from the growing role of the media in shaping states' international images and from the importance of countering disinformation in the global information environment. The results of the research provide not only knowledge about Poland's presence in Kenyan media but also valuable material for further public diplomacy efforts, particularly in the context of cooperation with East African countries. Thanks to its rigorous research approach, our report can serve as a solid foundation for strategic decision-making and for planning initiatives that promote Poland on the international stage.

1.2. REVIEW OF SIMILAR SCIENTIFIC STUDIES

→ Results of previous studies on the image of countries

The image of a country presented in another state's media is the result of a complex interaction of many factors, including political, cultural, and economic ones. The media play a fundamental role as the main channel through which the citizens of one country perceive and interpret the reality of another. How a country is perceived depends not only on what the media say about it, but also on how these contents are presented, which can either strengthen positive relations between the countries or, on the contrary, heighten tensions. In the context of Poland's visibility from Kenya, analysis of the role of the media becomes particularly important. Kenya, as a growing economic, political, and social leader in East Africa, has a diverse and dynamic infosphere in which traditional and social media play a key role in shaping public opinion. Poland's image in Kenyan media – taking into account their reach and influence – is particularly susceptible to those media mechanisms that researchers have termed political personalization and agenda-setting theory.

One of the key mechanisms influencing how a country is perceived is political personalization. According to Meital Balmas and Tamir Sheafer (2013), foreign media often focus on portraying political leaders as embodiments of the country, which on the one hand may lead to a simplified reception of national values and policies, but on the other hand allows for an easier and more effective way to shape a country's image. Such an approach can affect a country's image both positively and negatively, depending on which traits of leaders are emphasized. In Poland's case, personalization could mean that the perception of the country in Kenyan media would be largely shaped by the image of Polish government representatives or other key figures representing Poland in Kenya. An example may be President Andrzej Duda's visit to Kenya in February 2024, which was deftly used in the process of shaping Poland's image in Kenya. In this media method, it is important to notice that we link the personal image of individual leaders with the image of the entire country. Thus, if these leaders are perceived as dynamic and competent, the country's image may gain in credibility and attractiveness. However, excessive focus on leaders can also reduce the complexity of national identities to individual narratives, which leads to distortions. For Poland, which seeks to build its relations with Kenya as an equal partner, it is important to avoid simplified and overly personalized narratives that may not reflect the real dynamics of the relationship.

The agenda-setting theory, shaped by the research of Maxwell McCombs, draws attention to the fact that the media not only inform but also shape what audiences consider important. The volume and character of media coverage about a given country have a significant impact on how it is perceived. In studies by Wayne Wanta et al. (2004), it was observed that a higher volume of coverage of a country correlates with its perception as an important international partner. At the same time, a negative tenor of such coverage can lead to decreased public sympathy and understanding for that country's policies. In the Kenyan context, the monitoring of traditional and social media carried out as part of the "Trans-continental Dialogues" project would make it possible to assess whether Poland is present in the media circuit at all, and if so, in what way. The amount of coverage concerning Poland, its tone, and the context in which it appears will be key to understanding perceptions of our country. For example, if reports concern mainly economic cooperation or cultural events, Poland may be perceived as a dynamically developing country engaged in building international relations. By contrast, a predominance of negative coverage – e.g., concerning disinformation or one-sided historical narratives – may significantly limit the positive impact of Poland's actions in the region, not only in the media sphere.

One important research area in the context of countries' international image is the role of information policy and communication strategies. As Ukrainian researchers Volodymyr Zablotskyi, Liudmyla Novoskoltseva, and Olena Mezhenka (2023) note, an effective information policy and the deliberate, professional use of media tools are essential for successfully promoting national interests on the international stage (Zablotskyi et al., 2023). They emphasize that in the era of digital transformation, states must actively participate in communication processes, presenting their cultural, political, and economic achievements as elements that support their position and credibility in the international community. This approach also aligns with our project's perspective, which analyzed how Poland – through its presence in Kenyan media – participates in shaping its own image in the global space. As our monitoring results show, Poland appears in Kenyan narratives mainly incidentally, which indicates a limited impact of information policy on how the country is perceived in this part of East Africa. Thus, incorporating elements of deliberate communication, based on the conclusions presented by Zablotskyi and co-authors, may serve as a reference point for further developing recommendations in the area of public diplomacy and Poland's media presence abroad.

Contemporary information policy cannot be analyzed in isolation from the rapidly changing technological landscape. Globally, and especially in the post-pandemic reality, the use of new communication technologies has become not only a need but indeed a condition for effective functioning in the international sphere. Dauda Adegoke Adejumo, Martín Wynn,

and Vera Teixeira Vale emphasize that digitalization plays an increasingly important role in building the image of countries, particularly those belonging to the group of developing ones. They point out that these states are increasingly using digital tools to promote their cultural, economic, and political narratives, thereby constructing their identity and visibility on the international stage (Adejumo et al., 2024). Such activities are also visible at the local level, particularly in relation to communication strategies implemented by cities. Jian Wangqu and Luiz Peres-Neto indicate that social media today are becoming the central tool in image communication, also beyond the local level. In their approach, these media not only facilitate building direct contact with audiences but also enable more nuanced and responsive narrative management in real time (Wangqu & Peres-Neto, 2023).

The context of crises – global ones like the COVID-19 pandemic, as well as regional or socio-political crises – has shown how important a role the media play in shaping social perceptions and public reactions to new challenges. In such moments, the media become not only a channel of transmission but also an active participant in interpreting reality and forming judgments. In this context, Oksana Biletska (2021) draws attention to the importance of culture as a tool in creating a national brand. In her view, it is culture – both high and popular – that constitutes a reference point which can be effectively used to build a positive image of a state and strengthen its presence in international consciousness. Cultural messaging embedded in the media plays an important role here, both as a medium of promotion and as a mechanism for strengthening a state's symbolic capital.

Complementing these observations, Qingyue Zhou (2023) highlights the importance of sport as a factor influencing a country's international image. In the researcher's view, the media – particularly social media – have a key impact on how athletes are perceived and, consequently, on how national image is built using sport as a symbolic space. Athletes become representatives of their country not only in sports arenas but also in the global flow of information, where their successes, statements, or gestures can strengthen positive associations with their homeland – or, in some cases, spark controversy.

It is worth bearing in mind that the media not only reflect but also actively construct narratives about how particular states are portrayed, which can influence diplomatic relations and decisions concerning public policy. The impact of media image is particularly visible in sports coverage, where the portrayal of foreign athletes during major events, such as the Olympic Games, becomes an opportunity to shape national perceptions. Seong Choul Hong and Kyong-Soo Oh (2017) emphasize that for many people, their understanding of foreign states and their representatives is largely formed via sports coverage, which can either reinforce stereotypes or foster goodwill, depending on how it is

presented. For Poland – whose presence on the global sports stage is often taken as one of the indicators of national success – similar mechanisms may be applied in analyzing how sports narratives appear in Kenyan social and traditional media within the project, as could be observed during coverage of sporting events, e.g., reports on the Poland–Kenya volleyball match held on 31 July 2024 during the Paris Olympic Games.

Attention should also be paid to the varied reception of media events. This is particularly important in contexts where direct experience with other cultures is limited – as may be the case in shaping Poland’s image in Kenya. In such situations, media narratives become the primary source of knowledge and often define perceptions of entire nations. An example is not only sport but also how the media report international crises or conflicts. The “CNN Effect,” analyzed by Alida Tomja (2023), shows how real-time media coverage can mobilize public opinion and influence foreign policy decisions. This effect underscores that the media not only provide information but also actively shape the political landscape, resonating with the audience’s emotional and cognitive responses. In the context of this project, special attention should be paid to potential emotional reactions of Kenyan audiences to topics related to Poland – e.g., humanitarian aid or economic activities – which can be used to strengthen our country’s positive image.

In their research, scholars also point to systemic factors determining international media relations that play a key role in shaping the image of countries abroad. H. Denis Wu (2000) indicates that the volume and character of media coverage are often related to the political and economic power of countries – naturally in favor of larger, economically strong nations – which leads to disproportionate representation of these countries in global and regional narratives. Poland, as a medium-sized state with a developed economy, must face this challenge, particularly in regions such as East Africa, where messages concerning global powers – such as China, the USA, or the United Kingdom as a former colonial power – dominate. This systemic bias can create a feedback loop in which the underrepresentation of certain countries in the media perpetuates stereotypes and misconceptions. For Poland in Kenya – where direct contacts between Kenyans and Poland are limited – this underrepresentation becomes particularly important, and the project’s goal is precisely to counter such biases by actively building positive and multidimensional media narratives.

One important study by Kasey Rhee et al. (2023) examines the impact of public diplomacy motives and expectations on foreign public opinion. The team’s findings indicate that countries can effectively influence foreign perceptions if narratives in partner countries’ domestic media are consistent with the desired image projected by state authorities. For example, narratives concerning foreign aid can shape public attitudes toward donor

countries. In Poland's case, presenting Polish aid activities and cooperation projects in Kenyan media can effectively strengthen our country's image as a valuable partner – aligning with the aims of this project.

By contrast, Philipp Müller's (2013) research on national identity building through media coverage underscores that media narratives can simultaneously strengthen a given country's positive image while portraying others negatively. This duality can complicate international relations. In the context of Poland in Kenya, special attention should be paid to ensuring that media narratives about our country are multidimensional and avoid simplifications that could negatively affect our relations with local public opinion.

Thomas M. Jones et al. (2011) examined the visibility of other nations in major U.S. press services and found that the number of foreign nations mentioned decreases over time. Such limited representation can lead to simplifications and stereotyping, hindering a more complex understanding of other cultures. In the context of Poland in Kenya, these mechanisms may also work to our disadvantage, particularly given Poland's limited presence in Kenyan media.

PRIMARY SOURCES

Adejumo, D., Wynn, M., & Vale, V. (2024). The role of digitalisation in shaping a country's image. *European Conference on Cyber Warfare and Security*, 23(1), 1-9. <https://doi.org/10.34190/eccws.23.1.2404>

Balmas, M. and Sheafer, T. (2013). Charismatic leaders and mediated personalization in the international arena. *Communication Research*, 41(7), 991-1015. <https://doi.org/10.1177/0093650213510936>

Balmas, M. and Sheafer, T. (2013). Leaders first, countries after: mediated political personalization in the international arena. *Journal of Communication*, 63(3), 454-475. <https://doi.org/10.1111/jcom.12027>

Biletska, O. (2021). Culture as a nation branding tool within the international interaction system. *Culture and Art in the Modern World*, (22), 22-33. <https://doi.org/10.31866/2410-1915.22.2021.235887>

Hong, S. and Oh, K. (2017). Determinants of sports coverage: newsworthiness in us media coverage of foreign athletes during the london 2012 olympic games. *Journalism*, 21(7), 933-949. <https://doi.org/10.1177/1464884917699034>

Müller, P. (2013). National identity building through patterns of an international third-person perception in news coverage. *International Communication Gazette*, 75(8), 732-749. <https://doi.org/10.1177/1748048513482546>

- Tomja, A. (2023). The “cnn effect” and its influence on us foreign policy decision-making. *Interdisciplinary Journal of Research and Development*, 10(1 S1), 19. <https://doi.org/10.56345/ijrdv10n1s104>
- Rhee, K., Crabtree, C., & Horiuchi, Y. (2023). Perceived motives of public diplomacy influence foreign public opinion. *Political Behavior*, 46(1), 683-703. <https://doi.org/10.1007/s11109-022-09849-4>
- Wangqu, J. and Peres-Neto, L. (2023). Verification of two-step flow model in the process of city international image communication based on data mining and empirical analysis. *Journalism and Media*, 4(4), 1039-1047. <https://doi.org/10.3390/journalmedia4040066>
- Wanta, W., Golan, G., & Lee, C. (2004). Agenda setting and international news: media influence on public perceptions of foreign nations. *Journalism & Mass Communication Quarterly*, 81(2), 364-377. <https://doi.org/10.1177/107769900408100209>
- Wu, H. (2000). Systemic determinants of international news coverage: a comparison of 38 countries. *Journal of Communication*, 50(2), 110-130. <https://doi.org/10.1111/j.1460-2466.2000.tb02844.x>
- Zablotskyi, V., Novoskoltseva, L., Mezhenka, O., Khodko, F., & Brynachak, S. (2023). Armed violence in the system of state image formation. *Cuestiones Políticas*, 41(78), 384-399. <https://doi.org/10.46398/cuestpol.4178.27>
- Zhou, Q. (2023). Behind the portrait of media: a study into the media image of chinese female athletes from the perspective of bourdieus theory. *Lecture Notes in Education Psychology and Public Media*, 5(1), 577-584. <https://doi.org/10.54254/2753-7048/5/20220714>

ADDITIONAL SOURCES

- Peterson, E. and Damm, E. (2019). A window to the world: americans’ exposure to political news from foreign media outlets.. <https://doi.org/10.31235/osf.io/er48b>
- Balabanova, E. (2011). Media and foreign policy in central and eastern europe post 9/11: in from the cold?. *Media War & Conflict*, 4(1), 69-82. <https://doi.org/10.1177/1750635210396124>
- Entman, R. (2008). Theorizing mediated public diplomacy: the u.s. case. *The International Journal of Press/Politics*, 13(2), 87-102. <https://doi.org/10.1177/1940161208314657>
- Gantira, E., Ningsih, W., & Muna, A. (2023). The role of television media in shaping people’s perceptions of religion. *Journal Transnational Universal Studies*, 1(10), 912-918. <https://doi.org/10.58631/jtus.v1i10.66>
- Garud-Patkar, N. (2022). Mediated public diplomacy: frame-building contest between the united states and pakistan during a conflict. *International Studies*, 59(1), 58-75. <https://doi.org/10.1177/00208817221085461>
- Jones, T., Aelst, P., & Vliegenthart, R. (2011). Foreign nation visibility in u.s. news coverage. *Communication Research*, 40(3), 417-436. <https://doi.org/10.1177/0093650211415845>
- Kapoor, B. and Sondhi, V. (2023). Exploring the understanding of globalization: a qualitative study of the urban, educated, middle-class, young indians. *Culture & Psychology*, 30(2), 367-386. <https://doi.org/10.1177/1354067x231185719>

Research on the Impact of Disinformation on International Relations

The phenomenon of disinformation as a tool used to create a negative image of a country in another state or society is a significant problem in today's media landscape. Disinformation campaigns can have a substantial impact on public perception, often leading to distorted and manipulated views of reality concerning entire countries. The manipulation of information becomes particularly effective in politically tense environments, where emotional reactions and cognitive biases play a key role.

One of the fundamental studies in this field is by Edda Humprecht et al. (2020), who discuss countries' vulnerability to online disinformation, especially in communities and media bubbles characterized by low trust in the media and high levels of polarization. The researchers point out that such environments create ideal conditions for the spread of disinformation, which can be strategically exploited to undermine the image of any state by tapping into existing prejudices and fears among audiences. For example, anti-immigration narratives or conspiracy theories could be used to fuel hostility toward Poland among Kenyan public opinion, particularly if such narratives connect with emotional and political flashpoints.

Erica Austin et al. (2021) analyze the role of media education in countering disinformation, especially during crises such as the COVID-19 pandemic. Their research suggests that increasing media literacy among societies enables individuals to critically assess sources of information, which in turn reduces the impact of disinformation campaigns designed to produce a negative image of specific states. In the context of this project, including educational measures – such as workshops or information campaigns on social media – could be an effective way to build Kenyan society's resilience to disinformation about Poland. Media education in Kenya, especially among young journalists, could include topics such as recognizing false information, evaluating source credibility, and understanding how emotional content may be used for manipulation. Raising awareness in this area may limit disinformation's ability to carry long-term social and political consequences.

Qualitative studies conducted by Rocio Aracell Molina (2023) show that younger generations, such as university students in Mexico, are aware of the phenomenon of disinformation and its potential impact on distorting public understanding. Interestingly, these students often attribute responsibility for vulnerability to disinformation to older

generations, reflecting the so-called *third-person effect*. This phenomenon is the belief that individuals consider themselves less vulnerable to disinformation than others. Such a perception may weaken collective action against disinformation, as younger generations, perceiving themselves as resistant, may be less willing to engage in educational and preventive initiatives. The findings illustrate the challenges of anti-disinformation projects, since audiences are often unaware they are participating in a deliberately shaped media process.

Minna Horowitz et al. (2021) present a framework for assessing the role of public media organizations in countering disinformation. These studies emphasize that public media, as institutions of social trust, can play a key role in building resilience against false narratives. Key activities that can support this protection include: providing reliable information, engaging in fact-checking initiatives, and raising audience awareness of disinformation. The effectiveness of such actions, however, depends on organizational heritage and the resources available to these media, which vary by country. In states with stable public media, these measures may be effective, but in countries with weak media infrastructure it becomes problematic to maintain high-quality, independent content and to ensure safe working conditions for journalists. It is also worth emphasizing that the importance of public media in combating disinformation stems from their ability to play an educational role. Through their programs, these organizations can inform society about the risks of disinformation while strengthening critical approaches to media consumption. Yet, as the authors note, a lack of resources or political pressures may limit this function, especially in countries where public media are less independent.

Important qualitative research was conducted by Samuel Cipers and his team (2023), who analyzed 239 initiatives and actions of various public institutions addressing cases of disinformation in 103 countries. Based on this analysis, the authors identified four main types of responses: regulatory measures, educational initiatives, monitoring mechanisms, and forms of international cooperation. Regulatory measures include, for example, laws enforcing transparency of political advertising or obligations to report disinformation campaigns. Educational initiatives focus on raising public awareness and developing critical thinking skills, which is particularly visible in liberal democracies that emphasize engaging citizens in recognizing and countering false content. Monitoring actions involve developing technological tools to track and report disinformation activity, which increases transparency and facilitates rapid response. Finally, international cooperation takes the form of shared information platforms and institutional partnerships between states, organizations, and private actors, enabling better identification of patterns and sources of disinformation campaigns. The researchers emphasize that these approaches

are strongly conditioned by political and systemic contexts: in authoritarian systems, anti-disinformation measures often take the form of restrictive information control and suppression of media pluralism, while in democracies the focus is on transparency, openness, and social inclusion. These differences affect not only domestic information management but also international relations, in which disinformation may be used as a tool of influence, reputation damage, and political destabilization. For countries like Kenya, which operate within a complex media ecosystem and are simultaneously both receivers and producers of international content, the findings of Samuel Cipers' team have practical significance – showing that the effectiveness of fighting disinformation depends not only on technology or institutional resources, but also on political culture, social trust, and international cooperation.

With the development of technologies such as deepfakes, disinformation has gained new tools for manipulating public opinion. Research by Michael Hameleers et al. (2022) showed that deepfake-based content can significantly influence perceptions of political figures, especially among audiences predisposed to accept presented narratives. This mechanism is rooted in *confirmation bias*, which makes people more likely to believe information consistent with their prior beliefs. The impact of such technologies is especially dangerous in international relations, as deepfake content can be used to deliberately damage the image of leaders or entire societies. For example, manipulated recordings of politicians making controversial statements may not only influence public moods but also destabilize international relations. The findings show that public awareness and media education play a crucial role in countering such threats, enabling audiences to critically evaluate visual and audiovisual content.

Ruben Arcos et al. (2022) have long studied the influence of disinformation in social media environments and the effectiveness of fact-checking measures in reducing its reach and impact. Their research indicates that on platforms like Facebook and Twitter, disinformation tends to spread rapidly, amplified by algorithms that promote emotionally charged content. In such conditions, users often gravitate toward content that confirms their preexisting beliefs, which hampers efforts to counter false narratives. Moreover, the authors highlight the phenomenon of a “*cycle of distrust*”, in which the presence of disinformation leads to skepticism toward all information sources, including credible ones. This situation creates an environment in which audiences struggle to distinguish truth from falsehood. The researchers note that effective counteraction requires a comprehensive approach combining public education, active fact-checking, and regulation of social media platforms.

The findings of a Chinese team led by YiShu Wu (2023) provide in-depth insights into the mechanisms of disinformation spread in digital environments, particularly on social media platforms, which today are the main channels of public exposure to information. The authors point out that disinformation spreads not randomly but according to specific network patterns that allow it to move dynamically between groups of users. Social networks, as complex systems of interaction, act as catalysts – amplifying the impact of false content through social reinforcement effects, algorithmic content matching, and the influence of opinion leaders, leading to mass and rapid dissemination. The study used simulation models that captured the dynamics of disinformation diffusion and analyzed the responses of individual nodes (users) to false content. These simulations showed that once introduced, disinformation can circulate for long periods in the digital space and actively change audience behavior and attitudes, ultimately influencing social, political, or consumer decisions. Wu and colleagues stress the political and social consequences of disinformation, which often lead to increased polarization, erosion of trust in public institutions, and heightened internal tensions, potentially destabilizing not only states but also international relations. Their examples – including disinformation campaigns around U.S. presidential elections or the spread of false narratives during the COVID-19 pandemic – show that crises create fertile ground for manipulation, and responses must take into account its global scope. The study underscores the need for international and interdisciplinary cooperation, since strategies to counter disinformation require understanding not only its technical transmission but also the social and cultural context in which it arises. This type of analysis is also of practical significance for countries like Kenya, where social media are a key source of information for wide segments of society.

It is also important to highlight the growing role of emotions in the information environment. Piper Liu and Lei Huang (2020) studied digital disinformation during the COVID-19 pandemic, focusing on the emotional consequences of exposure to false information. Their findings show that people exposed to disinformation often believe themselves less vulnerable to its influence, leading to a false sense of security about the credibility of encountered content. This dynamic is particularly dangerous, as such individuals may unknowingly spread false information while downplaying its potential impact. Their research also highlights the role of emotions in shaping the reception of disinformation: content that evokes fear, anger, or hope has greater persuasive power, making it a particularly effective tool of manipulation.

The findings of Taiji Harashima (2024) further explore the link between disinformation and social trust, identifying it as a key factor influencing the social, political, and economic functioning of states. Disinformation, understood as the deliberate dissemination

of false or manipulated information, undermines social capital – especially in societies where trust in institutions and fellow citizens is already limited. Harashima argues that low-trust societies are more susceptible to disinformation, leading to further erosion of social relations, declining cooperation, and growing distrust of the state and its structures. Economically, this can lower efficiency, as mechanisms of cooperation break down and individuals act defensively. Moreover, disinformation not only weakens existing social relations but also deepens and exploits preexisting divisions – ethnic, religious, or political – making societies more prone to conflict and polarization. For countries like Kenya, with significant socio-cultural diversity and existing tensions, these mechanisms can be especially intense. Harashima also notes broader security implications: societies affected by disinformation and low trust become more vulnerable to both internal and external destabilization, including foreign interference and information warfare. His key conclusion is the necessity of long-term investments in building social trust – through institutional reforms and educational programs that foster critical thinking and informed media use. Strong civil societies supported by institutions and education constitute the most durable foundation for protection against disinformation and its far-reaching effects.

Strategic use of disinformation to create a negative image of a state in another country therefore represents a complex challenge that combines media, political, psychological, and social dynamics. This phenomenon not only distorts public perception but also destabilizes interstate relations and undermines trust in international affairs.

In the context of this project, the research highlights several key areas to consider – both academically and in terms of future project development:

1. Mechanisms of Disinformation Spread

Understanding how disinformation is constructed and spread within Kenya's information environment is crucial. Studies show that technologies like deepfakes and algorithms amplifying emotional content play an important role. Particular attention should be paid to how Kenyan social media users select content and how this shapes perceptions of Poland.

2. The Role of Emotions in Disinformation Reception

Emotional content – especially fear, anger, or feelings of threat – significantly increases persuasive power. It is essential to analyze how emotional disinformation narratives about Poland may influence Kenyan audiences and which social groups are most vulnerable.

3. Trust in Media and Perceived Credibility

Research indicates that low trust in media makes societies more susceptible to disinformation. In the Kenyan context, it is worth examining how trust in traditional and social media affects perceptions of Poland, and which sources are considered most credible.

4. Systemic Conditions of the Kenyan Media Landscape

Studies show that smaller countries often struggle with underrepresentation in global narratives. It will be important to examine to what extent Poland is present in Kenyan media and whether these narratives are shaped locally or come mainly from large global media players.

In summary, scientific research clearly indicates that effective efforts to counter disinformation require a multidimensional approach combining education, technology, and media strategies. Within the “*Transcontinental Dialogues*” project, the focus should be on these diverse dimensions, which in the future will make it possible to effectively develop mechanisms and procedures to counter false narratives and strengthen Poland’s position as a reliable international partner.

PRIMARY SOURCES

Arcos, R., Gértrudix, M., Arribas, C., & Cardarilli, M. (2022). Responses to digital disinformation as part of hybrid threats: a systematic review on the effects of disinformation and the effectiveness of fact-checking/debunking. *Open Research Europe*, 2, 8. <https://doi.org/10.12688/openreseurope.14088.1>

Austin, E., Borah, P., & Domgaard, S. (2021). Covid-19 disinformation and political engagement among communities of color: the role of media literacy. *HKS Misinfo Review*. <https://doi.org/10.37016/mr-2020-58>

Cipers, S., Meyer, T., & Lefevere, J. (2023). Government responses to online disinformation unpacked. *Internet Policy Review*, 12(4). <https://doi.org/10.14763/2023.4.1736>

Hameleers, M., Meer, T., & Dobber, T. (2022). You won’t believe what they just said! the effects of political deepfakes embedded as vox populi on social media. *Social Media + Society*, 8(3). <https://doi.org/10.1177/20563051221116346>

Harashima, T. (2024). Disinformation and mutual trust: an economic model. *JAES*, 19(16), 447. [https://doi.org/10.57017/jaes.v19.4\(86\).o8](https://doi.org/10.57017/jaes.v19.4(86).o8)

Horowitz, M., Cushion, S., Dragomir, M., Manjón, S., & Pantti, M. (2021). A framework for assessing the role of public service media organizations in countering disinformation. *Digital Journalism*, 10(5), 843-865. <https://doi.org/10.1080/21670811.2021.1987948>

Humprecht, E., Esser, F., & Aelst, P. (2020). Resilience to online disinformation: a framework for cross-national comparative research. *The International Journal of Press/Politics*, 25(3), 493-516. <https://doi.org/10.1177/1940161219900126>

Liu, P. and Huang, L. (2020). Digital disinformation about covid-19 and the third-person effect: examining the channel differences and negative emotional outcomes. *Cyberpsychology Behavior and Social Networking*, 23(11), 789-793. <https://doi.org/10.1089/cyber.2020.0363>

Molina, R. (2023). Youth in the face of disinformation: a qualitative exploration of mexican college students' attitudes, motivations, and abilities around false news. *Communication & Society*, 97-113. <https://doi.org/10.15581/003.36.2.97-113>

Wu, Y., Wang, D., & Ma, F. (2023). A study on the competitive dissemination of disinformation and knowledge on social media. *Aslib Journal of Information Management*, 76(1), 153-169. <https://doi.org/10.1108>

STRUCTURE OF THE MEDIA MARKET IN KENYA

2

This chapter was prepared with the assistance and support of Kenyan journalists involved in the project as consultants.



MEDIA TRENDS IN KENYA

Denis Kioko

Media Consumption

According to the *State of the Media Survey* reports for 2023 and 2024, prepared by the Media Council of Kenya, most Kenyans use television and the radio as their main sources of information. The survey, which covered a sample of 3,580 people, found that one-third (33%) of respondents had watched television during the past week, 32% had listened to the radio, and 18% had used social media. These figures refer to weekly reach, defined as the percentage of people who used a given medium at least once in the past seven days. Compared to 2022, no significant changes were recorded.

Regionally, in the northeastern and western parts of the country, the radio is more popular than television. In urban areas, 83% of residents watch TV, and high levels of TV viewership (79%) are also recorded in peri-urban areas. By contrast, the radio is especially popular in rural areas, where 78% of residents choose it as their main source of information and entertainment.

Television Viewership

Most Kenyans (75%) watch television during prime time, between 7:00 p.m. and 10:00 p.m. Viewership gradually increases over the evening, peaking at 9:00 p.m., suggesting that audiences prefer TV after work hours. The highest viewership levels are observed on Fridays and Saturdays.

Citizen TV leads the rankings with a market share of 35% in both 2022 and 2023, followed by NTV (11%) and KTN (8%). This trend highlights the importance of prime-time slots, particularly after working hours, as well as Citizen TV's dominance in the Kenyan media market. The increase in weekend viewing reflects audiences' greater leisure time and entertainment preferences.

Radio Listenership

The radio differs from television in that it attracts 27 million Kenyans during the morning rush hours, usually between 7:00 a.m. and 9:00 a.m. Its popularity peaks in the morning, when people are starting their day. The highest listenership is recorded on Saturdays and Sundays, even during these early hours, compared to weekdays. On average, Kenyans listen to the radio for 1–2 hours daily. Some also tune into foreign stations – 16% for entertainment and 15% for news.

Radio Citizen leads the listenership rankings with a 22% share in 2023, a 4% increase from 2022. Radio Jambo ranks second with 14%, a drop of 2% compared to the previous year. In the competitive morning slot (6:00–10:00 a.m.), *Jambo Kenya* on Radio Citizen is the leader with 13.2% of the audience, just ahead of *Maina and King'ang'i* on Classic 105 (12.8%). Among the top ten stations, five broadcast in Swahili and three in local languages.

The most popular radio presenters are:

- Inspekta Mwala and Vincent Ateya (*Jambo Kenya*, Radio Citizen) – 13.2% audience share. Ateya, an experienced journalist, and Inspekta Mwala, a well-known comedian, co-host a dynamic and popular morning show.
- Maina Kageni and Churchill Ndambuki (Mwalimu King'ang'i) (*Maina and King'ang'i*, Classic 105) – 12.8% audience share.
- Gidi Gidi and Jacob “Ghost” Mulee (*Radio Jambo*) – their morning show ranks among the top radio programs in Kenya.

In the *drive-time* slot (4:00–6:00 p.m.), Radio Citizen again leads (14.89%), followed by Radio Maisha (10.46%) and Radio Jambo (9.22%). Swahili-language stations dominate during this time, taking five of the top positions.

Trust in the Media

The radio remains the most trusted medium in Kenya – 32.6% of respondents expressed confidence in it – followed by television at 28.5%. Social media accounts operated by established media houses received 14.3% trust, ranking higher than newspapers (11.8%). By contrast, government publications such as *My Gov* received the highest share of distrust (34.1%). Next came online news sites such as *TUKO News* and *Gafila*, with distrust levels of 26.5%.

Summary

The analysis of media trends in Kenya indicates strong reliance on traditional media, with television and the radio remaining the main sources of information for most citizens. TV viewership peaks in the evening (7:00–10:00 p.m.), with Citizen TV dominating the market. High weekend viewership underscores the role of leisure time and entertainment preferences.

The radio maintains its position as a key medium, particularly in the morning rush hours (7:00–9:00 a.m.), with Radio Citizen leading both morning and evening slots. The dominance of Swahili and local-language stations demonstrates the importance of localized content in engaging Kenyan audiences.

Trust in media also plays an important role in shaping public opinion – the radio and television are most often perceived as reliable, while online platforms, especially government outlets and certain news sites, face greater skepticism. These trends highlight the growing competition between traditional and digital media in shaping Kenya’s media landscape¹.

PRIMARY SOURCES

Raport GeoPoll Kenya Media 2023, <https://www.geopoll.com/blog/kenya-media-report-2023/>

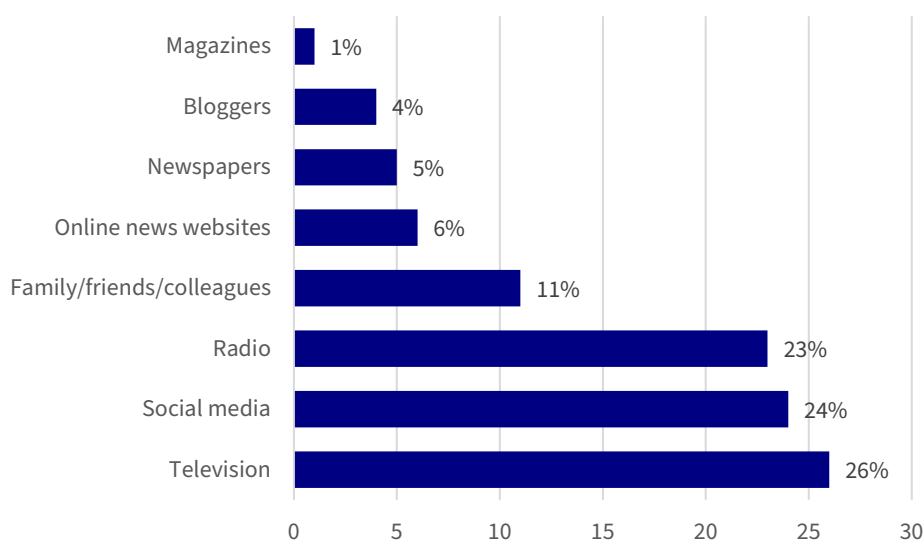
Rada ds. Mediów Kenii, sprawozdanie o stanie mediów, 2023/2024

¹ The data presented in the chapter *Structure of the Media Market in Kenya* come from different modules and operationalizations, and the indicators measure distinct phenomena: weekly reach (contact ≥1 time in the last 7 days), “typical week” (the medium most frequently used), and “main source of information” (a single choice of the most important channel). For this reason, these values are not directly comparable and should not be treated interchangeably; conclusions should be drawn within the scope of a given measure, and differences between indicators do not imply contradictions.

2.1. CHARACTERISTICS OF THE MEDIA MARKET

The media market in Kenya is dynamic and diverse, and it is one of the key elements shaping public opinion as well as social and political narratives. In the context of this project, which examines Poland's image in Kenyan media, it is essential to understand the main mechanisms by which this market operates and the preferences of audiences.

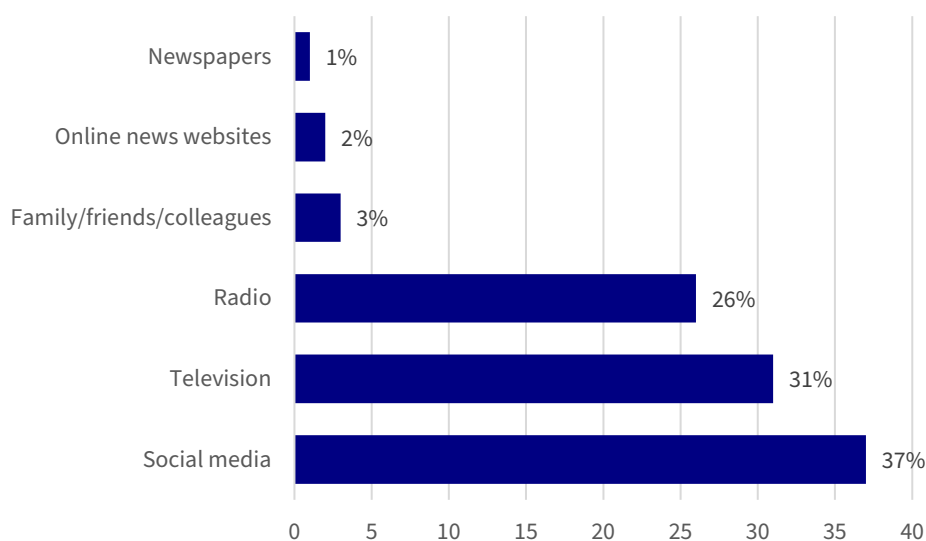
CHART 1. In the past one week, did you consume any of the following mediums?



Source: State of the Media Report 2024, p. 4.

During a typical week in Kenya, three main channels dominate content consumption: television (26%), social media (24%), and radio (23%). Compared to the previous year, there is a visible increase in the importance of social media, which increasingly serve not only as a supplemental but also as a primary source of information. This is confirmed by data on the main sources of news – social media currently rank first (37%), ahead of television (31%) and the radio (26%). This trend indicates a gradual shift in audience preferences toward digital platforms while traditional media retain a strong position. The above indicators refer to a “typical week” and describe the share of responses indicating the medium most frequently used in an average week (a measure of preference/regularity rather than reach). By contrast, the 37% figure for social media refers to the “main source of information.”

CHART 2. Overall, which of the following do you use as your main source of news?



Source: State of the Media Report 2024, p. 4.

Television remains one of the most important communication channels in Kenya, particularly popular in cities and peri-urban areas. A significant share of residents regularly watch news, entertainment programs, and series during prime time between 7:00 p.m. and 10:00 p.m. In the TV segment, the clear leader is Citizen TV, which has the largest market share, making it a key player for reaching a broad and varied audience. The radio, meanwhile, plays a particularly important role in rural areas, where it often constitutes the primary source of both information and entertainment. Radio Citizen maintains its leadership in listenership, especially in morning and evening slots, reflecting audience preferences for wide-reach content in attractive formats.

Although traditional media still dominate everyday content consumption, the importance of social media and digital platforms is growing dynamically, especially among younger age groups. WhatsApp, Facebook, and YouTube are among the most frequently used tools for communication and information exchange, and online news services are gradually gaining popularity as sources of current news. This change in media consumption patterns reflects the growing role of digital technologies in shaping public opinion, particularly in urban and peri-urban environments where internet access is easier and more widespread.

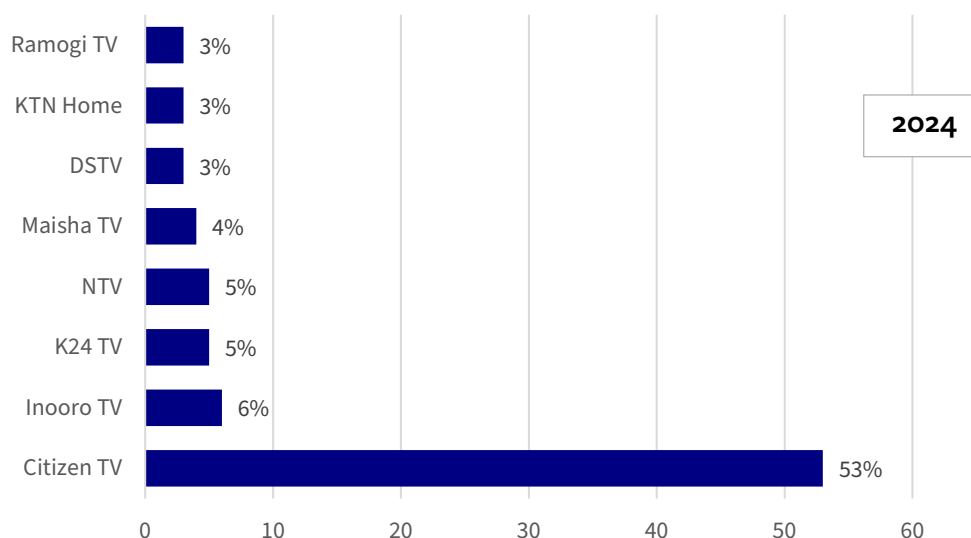
Kenya's media market is characterized by a complex and dynamic structure in which traditional and digital media coexist, complementing each other in meeting audiences'

varied information and entertainment needs. Television and the radio – channels with the greatest reach and established positions – still play a dominant role, especially in reaching broad audiences in cities, suburbs, and rural areas. At the same time, digital media – social platforms and online news sites – are gaining strength, becoming a key source of content for younger audiences and users with internet access.

For effective image-building activities for Poland in Kenyan media, it is necessary to account for the specifics of this media landscape. In particular, this means leveraging the potential of dominant players – Citizen TV in television and Radio Citizen in the radio – while simultaneously strengthening the presence on digital platforms such as WhatsApp, Facebook, and YouTube, which increasingly shape public debate. It is also important to consider audiences' language preferences, which can determine how messages are received and interpreted. Tailoring content to local linguistic, cultural, and social realities will increase message effectiveness and make it possible to build a positive and coherent image of Poland in Kenya.

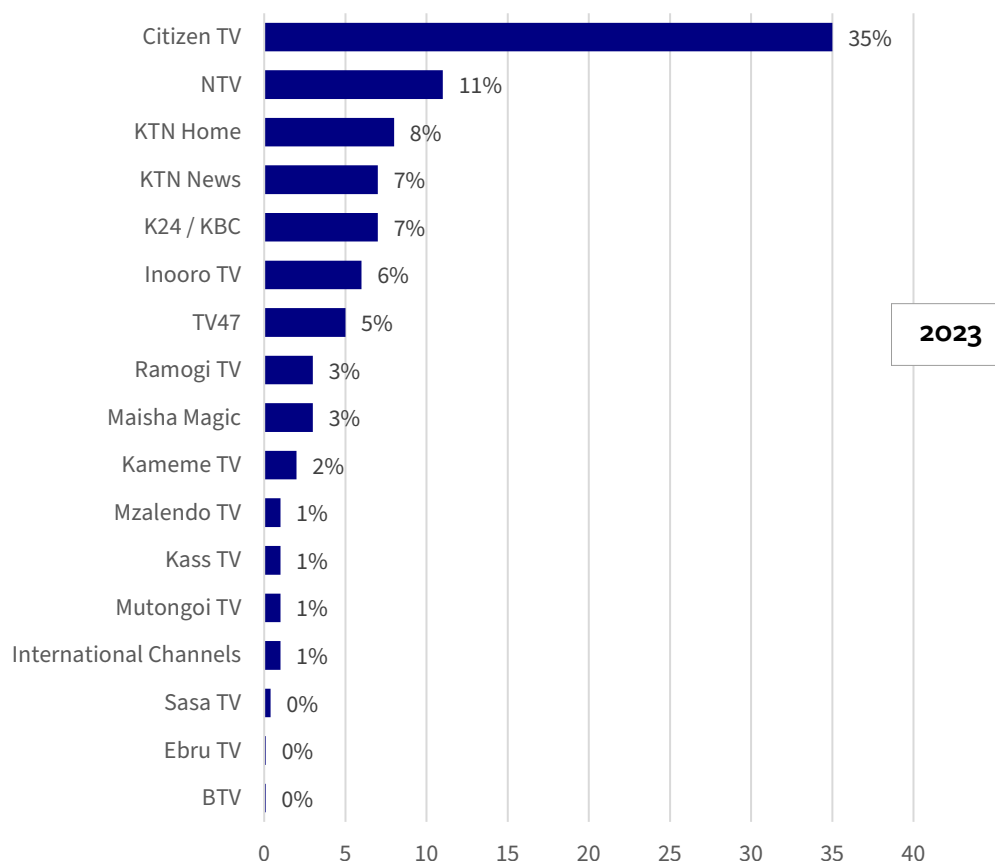
The television

CHART 3. Rank your most watched TV station



Source: State of the Media Report 2024, p. 8.

CHART 4. Rank your most watched TV station



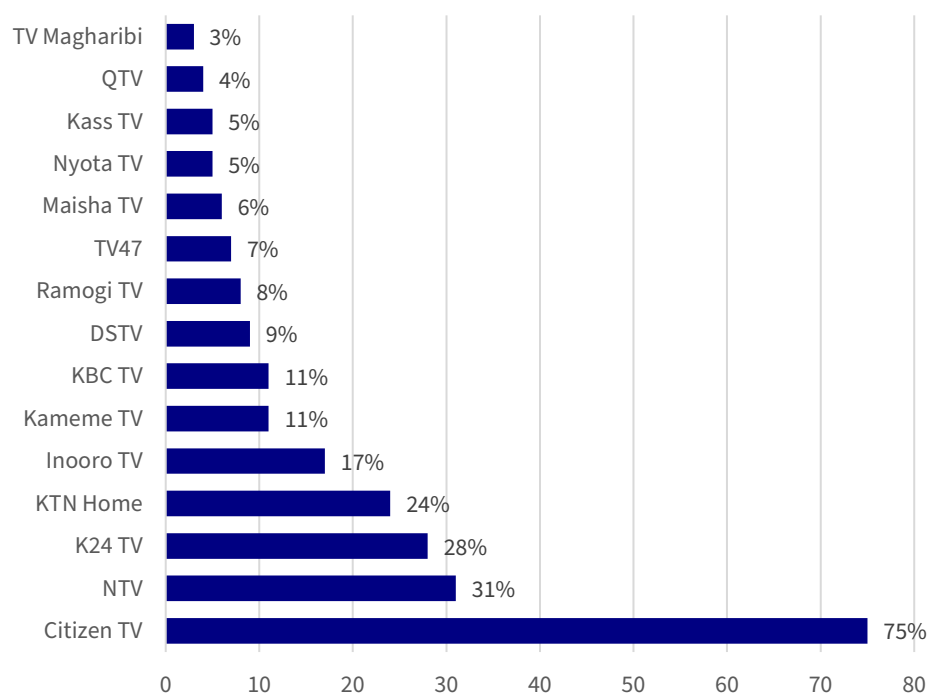
Source: State of the Media Report 2024, p. 8.

A comparison of 2023 and 2024 data shows that Citizen TV maintains clear dominance in the Kenyan TV market, with its share rising from 35% in 2023 to 53% in 2024 in the “most frequently watched station” category. Notably, in 2024 Citizen TV’s advantage over competitors became even more pronounced – the gap with the second-ranked station reached as much as 47 percentage points. Other channels remain stable but at much lower levels, with most not exceeding a 5% share.

This trend confirms Citizen TV’s entrenched position as the dominant broadcaster in Kenya, despite small shifts in the rankings of other stations.

It is worth adding that the data clearly confirm Citizen TV’s dominance: in a typical week, as many as 75% of respondents watch this station, which is several times higher than any other channel. The next positions are NTV (31%), K24 TV (28%), and KTN Home (24%). Other stations achieve much lower results – only Inooro TV (17%), KBC TV and Kameme

CHART 5. In a typical week, which TV station(s) do you watch?



Source: State of the Media Report 2024, p. 8.

TV (11% each), and DSTV (9%) exceed the 5–10% threshold. This structure shows that the TV market in Kenya is highly concentrated, with one decisively dominant station and a group of several mid-sized broadcasters whose reach is several times smaller. This means that, for communication strategies and media campaigns, Citizen TV remains the most effective channel for reaching mass audiences, while other stations can play a complementary role, especially in reaching specific regional or language groups.

An analysis of time spent watching television on a typical day shows that the largest group of viewers (34%) devote 1–2 hours daily. A further 26% report watching 3–4 hours, and 24% – 30 minutes to 1 hour. Only 7% report less than 30 minutes per day. A relatively small group watch 5–6 hours (6%), and very intensive consumption – over 6 hours – was declared by just 3%. As for preferred viewing times, prime time between 7:00 p.m. and 10:00 p.m. clearly dominates, indicated by as many as 60% of respondents as the main viewing period. In second place are the morning hours 6:00–10:00 a.m. (10%). Other time bands – 1:00–4:00 p.m., 4:01–6:59 p.m., and 10:01 p.m.–12:00 a.m. – each received 8% of responses, while the least popular is 10:01 a.m.–12:59 p.m. (5%).

CHART 6. In a typical day, how long do you spend watching TV?

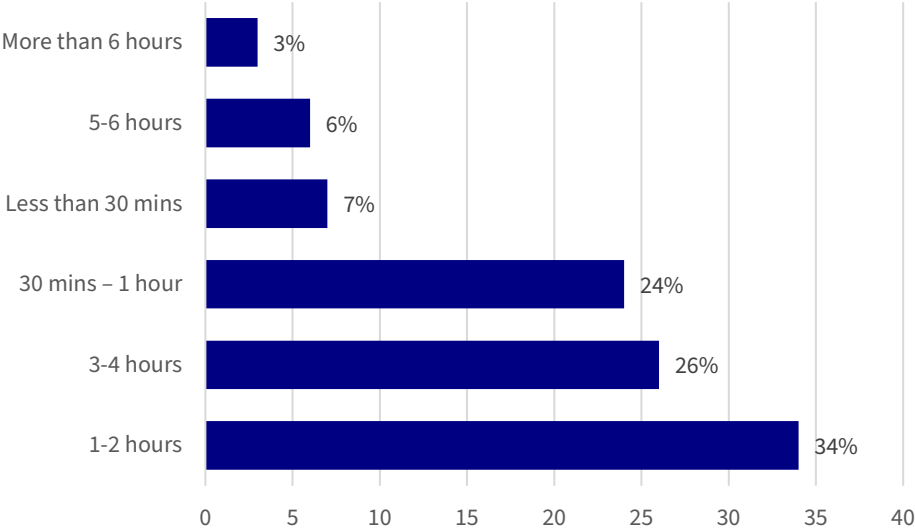
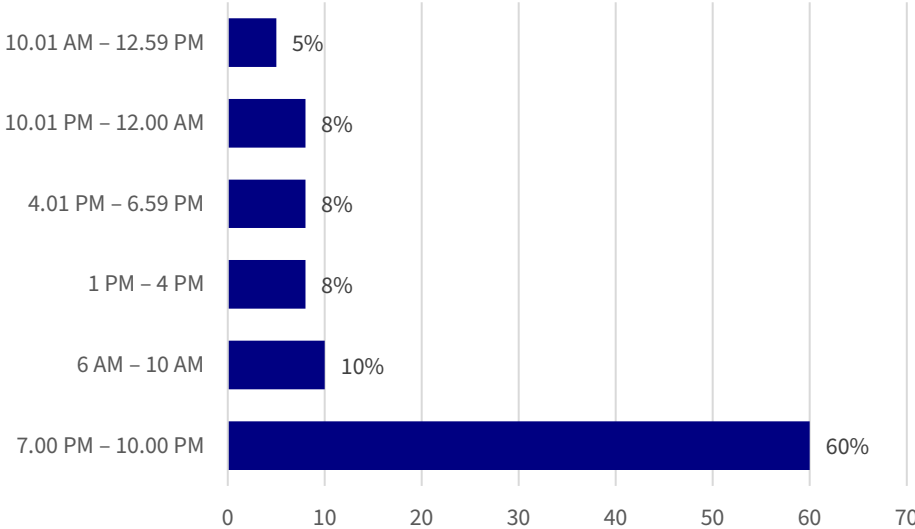


CHART 7. What time(s) do you mostly watch TV?



Source: State of the Media Report 2024, p. 5.

The above data unequivocally confirm that prime time (7:00–10:00 p.m.) is the absolutely dominant TV slot in Kenya. The vast majority of viewers cluster in this time band, making it a key window for broadcasters, advertisers, and organizers of public campaigns. The high concentration of viewers likely results from several factors – end of workday activities, family time, and the broadcast of the most popular news and entertainment programs. The second important band is the morning slot (6:00–10:00 a.m.), which offers

an opportunity to reach viewers starting their day. Most viewers watch TV moderately – 1 to 4 hours daily – indicating regular contact with the medium, but also showing that television competes for attention with social media and online platforms.

Television therefore remains a key element of Kenya’s media landscape, maintaining its status as the dominant medium both in terms of reach and influence on public opinion. High regularity of consumption and strong viewer loyalty to selected channels make TV central to Kenyans’ informational and entertainment routines. Despite the growing importance of digital media, television still offers a unique advantage – mass reach in a short time, consistent messaging, and strong impact on public opinion. It therefore remains a primary channel for marketing, informational, and image campaigns that require rapid and wide coverage across the country.

The radio

Kenya’s radio market is among the most dynamic and diverse in East Africa. As a medium with relatively low access costs and high mobility, the radio plays a key role in everyday communication, especially in rural areas where access to television and the internet may be limited. Thanks to its wide reach, flexible programming, and availability in many local languages, the radio remains one of the most important sources of information, education, and entertainment for millions of Kenyans.

Statistics from 2023 and 2024 show clear changes in the listenership structure of radio stations in Kenya. In 2023, the clear market leader was Radio Citizen with 22%, well ahead of Radio Jambo (14%) and Radio Maisha (11%). Next were Milele FM and Radio 47 and Inooro FM (5% each), while the remaining stations had single-digit shares, often below 4%. In 2024, Radio Citizen retained the top position, but its listenership share fell to 12%, a clear reduction in its advantage over competitors. Radio Jambo, second in 2023, fell to third (6%), overtaken by Classic 105 FM (7%). Radio Maisha dropped from 11% to 4%, with Milele FM and Radio 47 at similar levels. Inooro FM and Kameme FM remained relatively stable (5% each). Notably, the “other stations” category rose to 9% in 2024 from 11% in 2023, which may indicate increasing market fragmentation and greater interest in smaller or niche stations. These changes suggest that while Radio Citizen remains Kenya’s most popular station, its dominance has clearly weakened. Declines among leading broadcasters may be the result of growing competition from smaller stations and changing listener habits, with increasing use of alternative audio sources, including digital and streaming platforms.

CHART 8. Rank your most listened radio station?

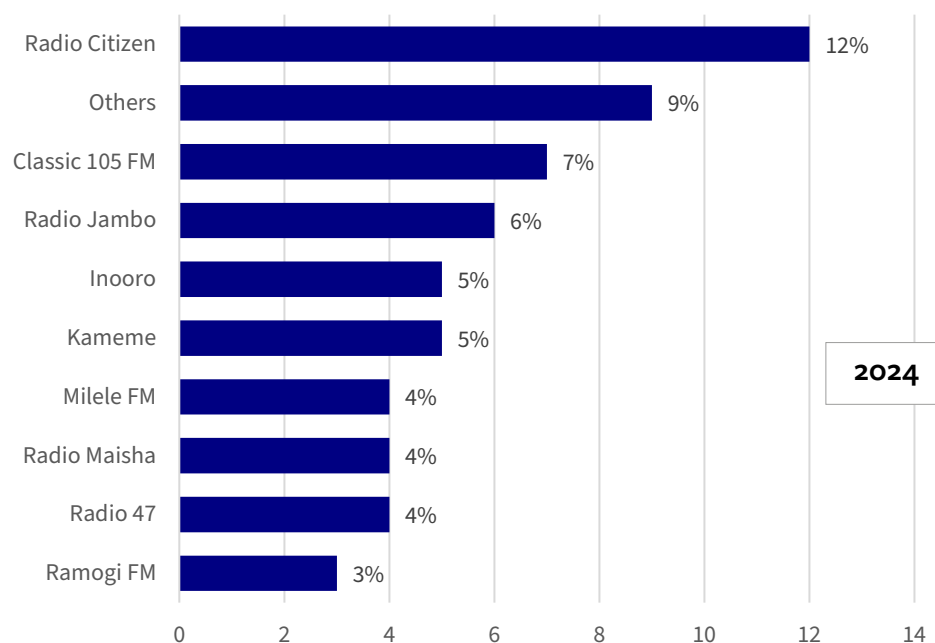
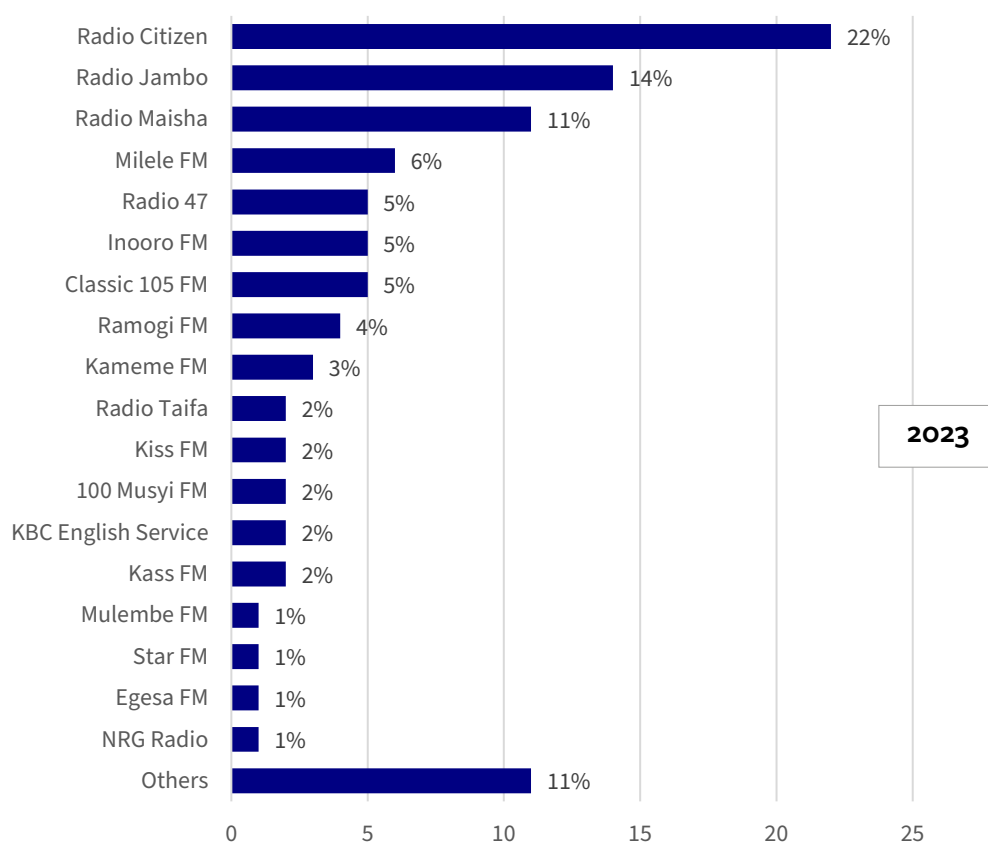
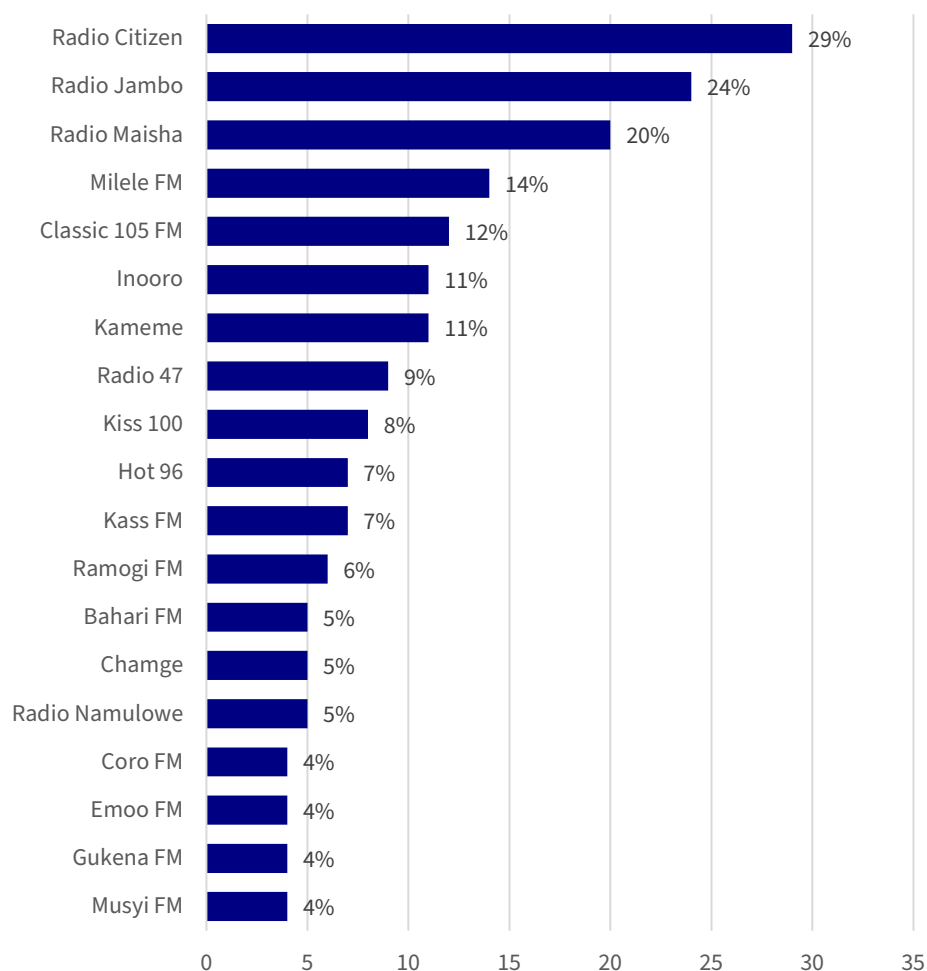


CHART 9. Rank your most listened radio station?



Source: State of the Media Report 2024, p. 10.

CHART 10. In a typical week, which radio stations do you listen to?



Source: State of the Media Report 2024, p. 10.

The above data confirm that Radio Citizen remains the most frequently listened-to station in a typical week, reaching 29%. Second is Radio Jambo (24%), and third is Radio Maisha (20%). These results show a clear advantage of the three largest stations over other broadcasters, whose shares are much lower. The mid-tier includes Milele FM (14%), Classic 105 FM (12%), Inooro FM and Kameme FM (11% each), and Radio 47 (9%). Most other stations remain at single-digit levels, often not exceeding 7%. This structure confirms that Kenya's radio market is strongly concentrated, with a clear leader and a group of several large players, alongside a broad base of smaller – often regional – stations with limited reach. The data also indicate that the radio continues to play an important role in daily media consumption, maintaining a loyal listener base both nationwide and in specific regions.

CHART 11. What time(s) do you mostly listen to radio?

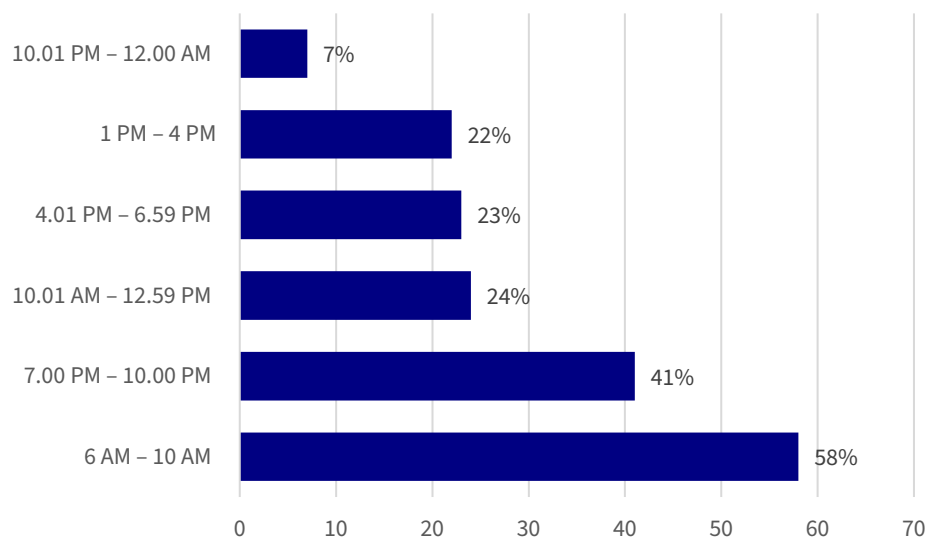
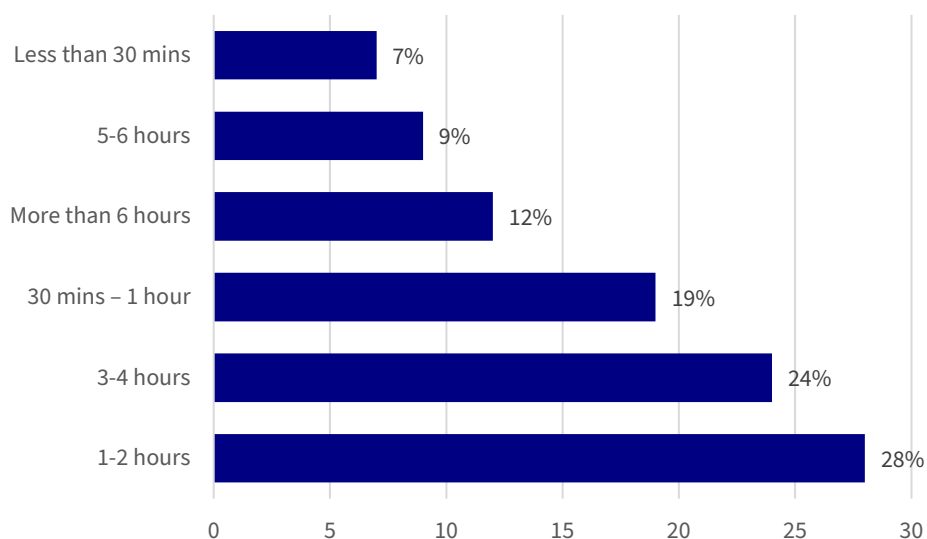


CHART 12. In a typical day, how long do you spend listening to RADIO?



Source: State of the Media Report 2024, p. 10.

An analysis of time spent listening to the radio shows that the largest group of listeners (28%) spend 1–2 hours daily, and 24% report 3–4 hours. Another 19% listen 30 minutes to 1 hour per day. There is also a notable segment of heavy listeners – 12% spend more than 6 hours daily, and 9% listen 5 to 6 hours. Only 7% listen less than 30 minutes per day. As for listening times, the greatest concentration is in the morning slot (6:00–10:00 a.m.),

indicated by as many as 58% of respondents as their main listening period. The second most popular slot is 7:00–10:00 p.m. (41%), suggesting the radio accompanies audiences not only in the morning but also in the evening – often during their commute home or relaxation time. During the day, listenership is more even – between 10:00 a.m. and 6:59 p.m. it remains at 22–24%. The least popular hours are at night (10:01 p.m.–12:00 a.m.), chosen by 7% of respondents.

Taken together, the data confirm that the radio in Kenya serves as an accompanying medium in the daily rhythm of life, with the morning slot as the absolutely dominant time band. The listening-time structure shows that most audiences consume the radio moderately – 1 to 4 hours daily – suggesting regular but not excessive contact with the medium. At the same time, the presence of a significant group of heavy listeners (over 6 hours daily) offers broadcasters an opportunity to provide longer program blocks and thematic segments for highly engaged audiences. In programming strategy, this means maximizing morning and evening slots and maintaining an attractive offer during working and afternoon hours, so that the radio remains competitive with other media. The highlighted trends in radio consumption in Kenya have important implications for reaching broad audiences with messages about Poland. Radio remains one of the most important media in Kenya.

A key distinguishing feature of Kenya's radio market is its strong linguistic grounding, which plays a strategic role in shaping listener loyalty. Stations broadcasting in Swahili and local languages not only dominate listenership rankings but also serve as carriers of cultural identity. In such formats, the radio becomes a space where audiences can find a reflection of everyday life, local issues, and aspirations. In mass communication terms, this means the radio is not merely a channel for content delivery but also a platform for building social bonds. Programs conducted in local languages enable narratives that are closer to audiences than universal messages in English – this applies to both informational and entertainment content, from morning news-and-music shows to interactive call-ins. For brands and institutions, radio campaigns built on local linguistic and cultural codes can increase message recognition and strengthen credibility. Using Swahili – a bridge language among different ethnic groups – makes it possible to reach nationwide audiences, while broadcasts in regional languages enable precise targeting and the building of an image close to local communities. In practice, this strategy can bring greater listener engagement, longer time spent with content, and stronger identification with the brand. In this way, the radio in Kenya – based on linguistic and cultural proximity – remains not only an informational medium but also a tool for building social and cultural capital.

Press

Kenya's print press market, although challenged in recent years by media digitization and changing consumption habits, still plays an important role in providing in-depth informational and analytical content.

The press market in Kenya is dominated by three titles:

1. **Daily Nation** – the most widely read newspaper in Kenya, with a 48% market share; a general-interest daily popular among both urban and rural readers.
2. **The Standard** – the second-largest newspaper, with an 18% market share; also general-interest and particularly popular in rural and peri-urban areas.
3. **Taifa Leo** – the third-largest newspaper, with a 15% market share; a Swahili-language daily reaching a broad audience.

In addition to these three major titles, other newspapers include **The Star**, **People Daily**, **The Nairobi**, and **Business Daily** (SM_2023, p. 23).

An analysis of 2023 and 2024 data shows that Daily Nation maintains a clear leadership position among Kenyan newspapers. In 2023, it was read by 35% of respondents; in 2024, the figure remained nearly the same – 34%. This stability points to a strong brand and reader loyalty despite growing competition from digital media. The Standard ranks second in both years (21% in 2023 and 20% in 2024), indicating a relatively stable audience base. Taifa Leo, a popular Swahili-language title, declined from 14% in 2023 to 11% in 2024, but remains among the top papers.

There is some dynamism among mid-tier titles. The Star fell from 8% (2023) to 5% (2024), and The Nairobi remained at similar levels (6% in 2023; 4% in 2024). People Daily held steady at 5% in both years. Business Daily rose from 4% to 8%, which may reflect growing demand for business and economic content amid dynamic economic changes. An interesting case is Citizen Weekly, read by 3% in 2023 and 9% in 2024 – a threefold increase – possibly due to better alignment with reader expectations or more effective promotion. The East African fell from 2% to 1%, indicating limited nationwide popularity.

The data confirm that Kenya's press market is highly concentrated around two major titles – Daily Nation and The Standard – which together account for over half of print readership. Other newspapers compete for much smaller segments, often dependent on niche audiences and language or topical preferences.

CHART 13. Which newspapers/publications do you read?

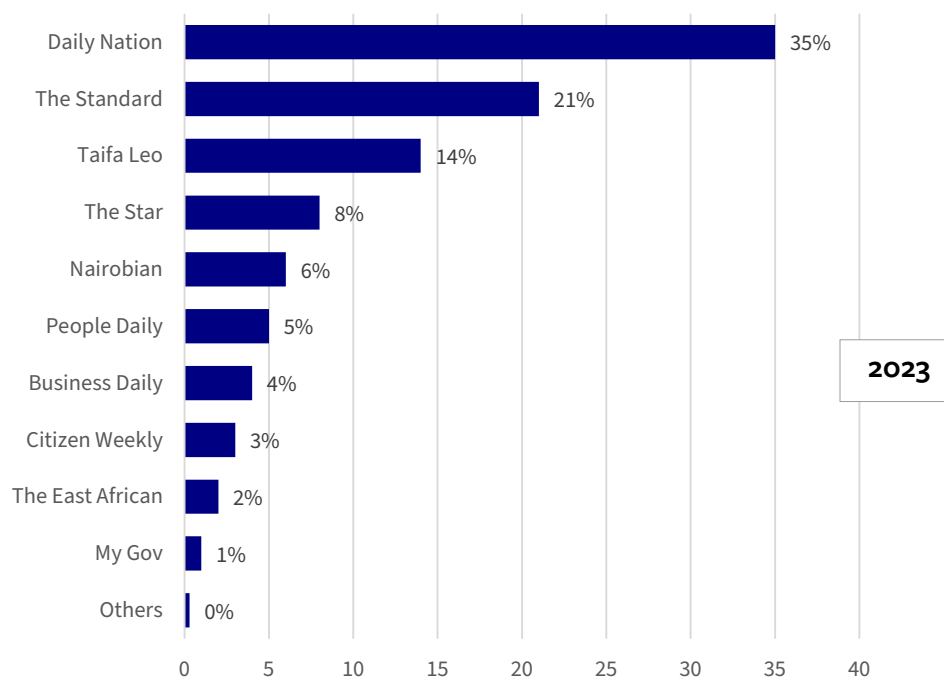
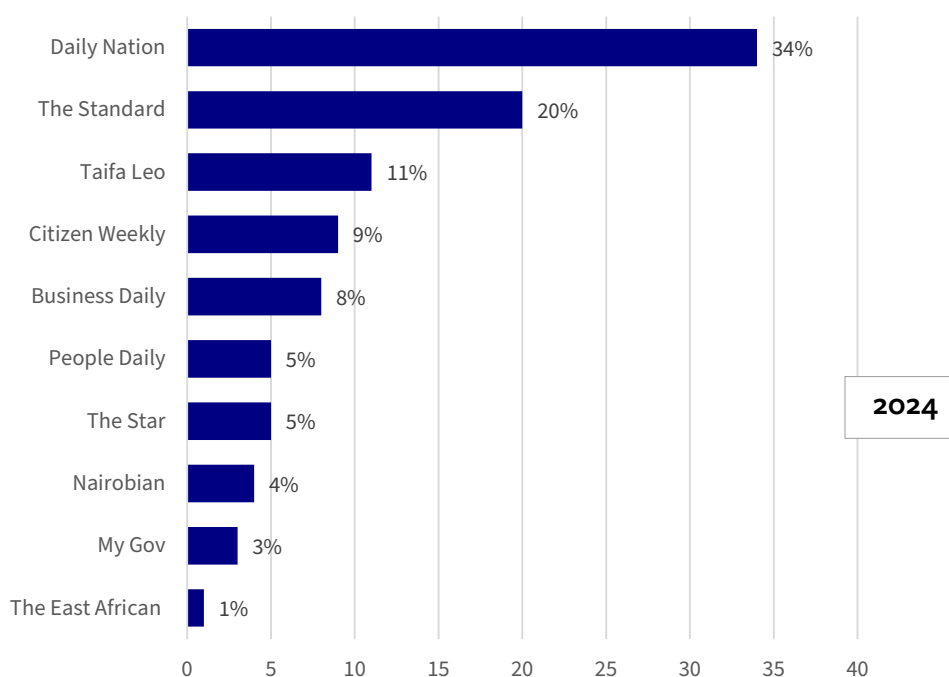


CHART 14. Which newspapers/publications do you read?



Source: State of the Media Report 2024, p. 11.

The results show that although print readership among the largest titles remains stable, there is growing specialization in some segments – particularly business content and

weeklies. The press can be considered a complementary medium, especially for reaching opinion-forming groups such as local leaders, educators, and professionals in economic sectors. Daily Nation and The Standard remain the dominant titles; the former enjoys the reputation of a credible medium publishing analyses and commentary on national and international affairs, while the latter offers more diversified content, including entertainment and local news, enabling it to reach a broader spectrum of readers.

Although the reach of print is decreasing with the rising popularity of digital platforms, these two titles remain key players, attracting more engaged readers. A key challenge for print in Kenya is adapting to changing media-consumption preferences, especially among younger generations, who increasingly choose fast, interactive, multimedia content online. Despite this transformation, newspapers retain a unique position by offering in-depth analysis and broad context, making them important tools for shaping media narratives and public opinion – especially on complex topics such as political processes, economic issues, social questions, and areas requiring a broader perspective, like international cooperation, cultural diplomacy, or regional development.

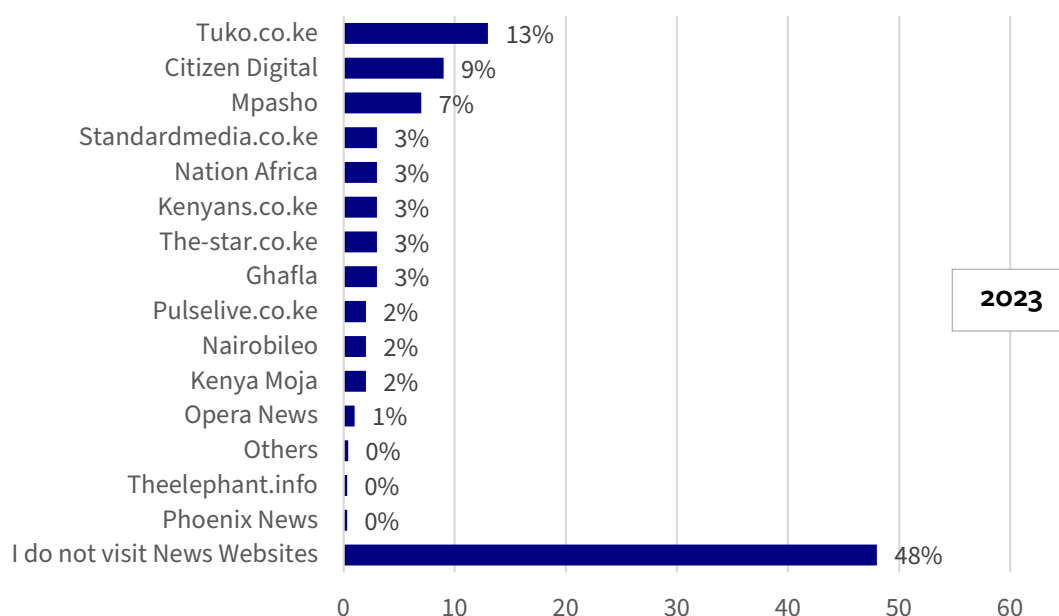
The importance of print is particularly visible in urban regions, where administrative, academic, and business life is concentrated. Newspapers are eagerly read by representatives of the public sector, education, and corporate environments, making them a crucial channel for communicating with so-called information multipliers – people who, thanks to their professional roles and social networks, can relay and interpret information further, influencing wider audiences. Thus, press content has the potential to reach not only direct readers but entire social networks in which those readers operate. For communication activities, including initiatives promoting Poland in Kenya, print can be strategically significant. Publications in reputable titles – such as Daily Nation or The Standard – allow not only reaching influential groups in capitals and large cities, but also cementing the message as credible and valuable. Given that newspapers are often cited by other media and their content permeates public debate, presence in the press can generate a multiplier effect important for long-term relationship-building and recognition. Moreover, in strategic communication it is worth noting that print in Kenya still enjoys a high degree of trust among policymakers, opinion leaders, and business representatives. Properly prepared materials – interviews, expert articles, or reports – can therefore not only raise awareness of Poland but also build associations with competence, credibility, and a partnership approach in international relations. In effect, newspapers remain not only a source of information but also a tool of influence, whose role in agenda-setting remains significant – especially in urban environments with high decision-making and opinion-forming potential.

Digital Platforms (Internet)

Digital platforms play an increasingly important role in Kenya's media landscape, gradually changing how people consume information, communicate, and participate in public life. Rapid growth of mobile internet, declining access costs, and the rising popularity of smartphones have made digital communication channels widely accessible, especially in urban and peri-urban settings. Today, social media, online news portals, blogs, and video platforms are not merely supplements to traditional information sources; they increasingly serve as primary channels – especially among younger generations.

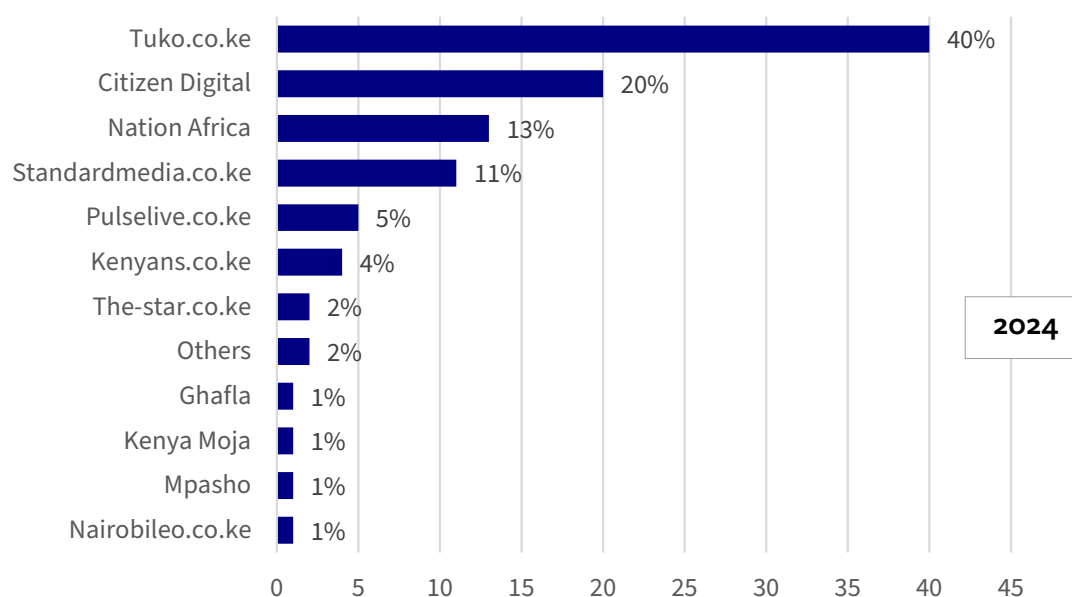
In Kenya, platforms such as WhatsApp, Facebook, YouTube, Instagram, and TikTok play key roles in shaping public opinion, mobilizing communities around important topics, and creating cultural trends. The digital media environment offers unique possibilities for interaction and engagement – from instant information-sharing to running broad-reach social and marketing campaigns at relatively low cost. At the same time, it poses challenges due to high competition for users' attention, the rapid circulation of content, and the risk of disinformation. In this context, digital platforms have become indispensable elements of communication strategies in Kenya, enabling real-time reach to diverse audiences and offering tools to personalize messages.

CHART 15. Rank the most visited news websites?



Source: State of the Media Report 2024, p. 12.

CHART 16. Rank the most visited news websites?



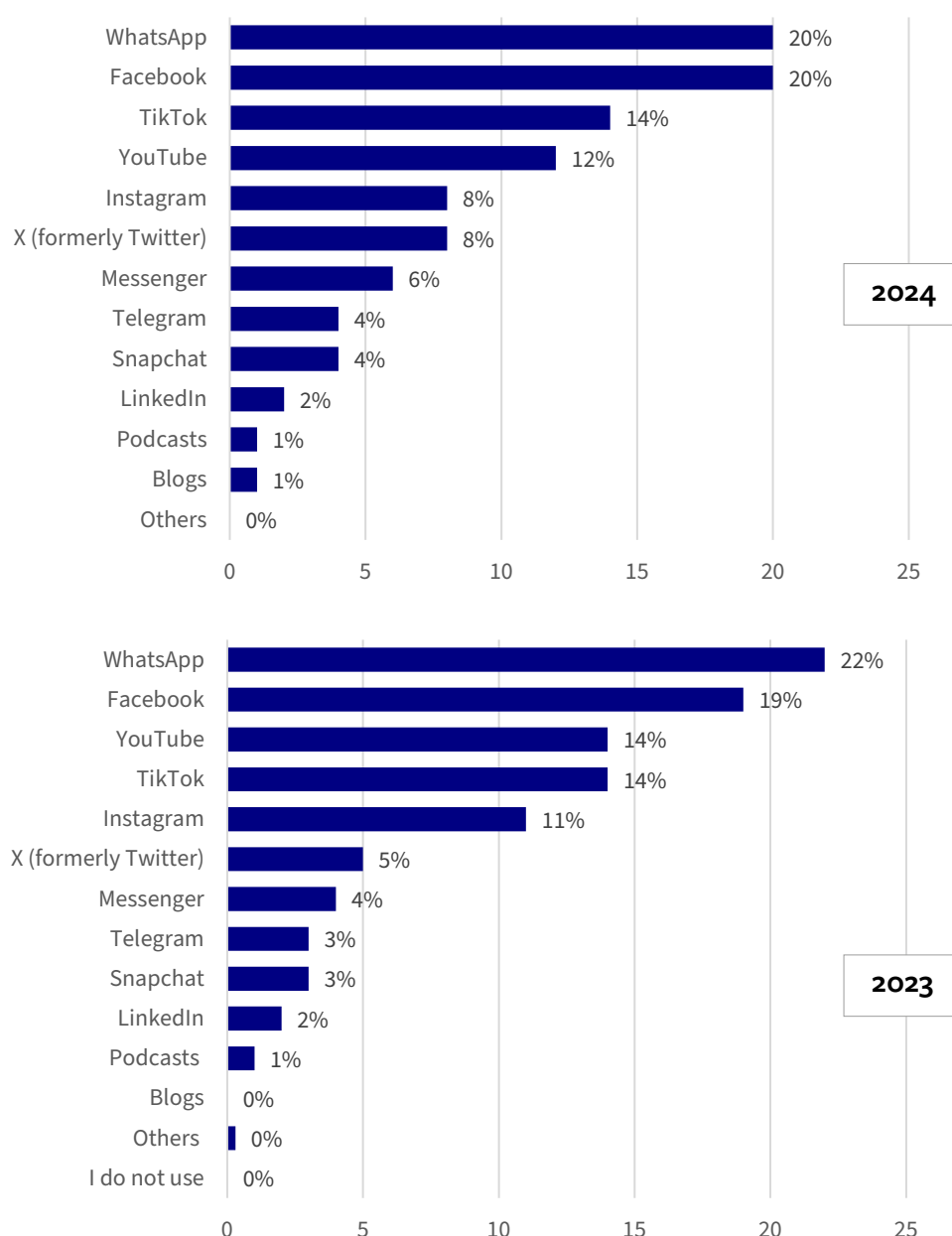
Source: State of the Media Report 2024, p. 13.

Local online news services – Tuko.co.ke, Citizen Digital, Nation Africa, Standard Media – are particularly important in this ecosystem. In recent years, they have seen dynamic growth in traffic, becoming primary news sources for a growing number of internet users. Thanks to integration with social media and optimization for mobile devices, these portals effectively combine an informational function with instant content distribution and audience interaction.

Results from 2023 and 2024 suggest significant changes in Kenyans' preferences for online news sites. In 2023, Tuko.co.ke led with 13%, ahead of Citizen Digital (9%) and Mpasho (7%). Next were standardmedia.co.ke (3%), Nation Africa (3%), and a group of portals such as Kenyans.co.ke, the-star.co.ke, and Ghafla (also 3%). Notably, as many as 48% declared in 2023 that they did not visit news websites at all, indicating limited penetration of this segment.

In 2024, the digital news landscape transformed significantly. Tuko.co.ke strengthened its position spectacularly, reaching 40% – a threefold increase. Citizen Digital took second place with 20%, also showing marked growth. Nation Africa rose from 3% to 13%, and standardmedia.co.ke increased from 3% to 11%. Other sites – such as pulseline.co.ke (5%) and Kenyans.co.ke (4%) – posted moderate results, while some portals popular in 2023 (e.g., Mpasho, Ghafla) dropped to 1%.

CHART 17. In a typical week, which of the following social/digital Media platforms do you use?



Source: State of the Media Report 2024, p. 13.

These changes indicate two key tendencies. First, there has been a significant increase in the overall number of users visiting news sites – evident in the disappearance of the very high “non-use” share seen in 2023. This suggests growing online news penetration in Kenya, likely due to easier access to mobile internet and the increasing importance of digital media in everyday information flows. Second, the market has become more concentrated around several strong brands – Tuko.co.ke, Citizen Digital, Nation Africa, and

standardmedia.co.ke – which in 2024 captured a dominant share of traffic, marginalizing smaller players. This may stem from investments in content quality, mobile optimization, and active social-media presence.

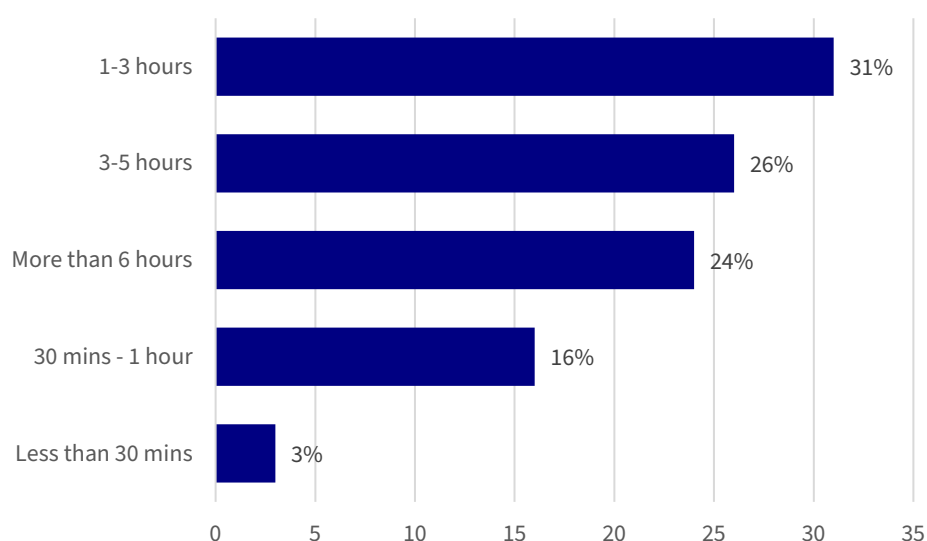
Data from 2023 and 2024 show that Kenya's social-media landscape features a relatively stable hierarchy of the most popular platforms, with some shifts in user preferences. In both years, WhatsApp and Facebook remain the leaders and the most frequently used digital communication channels. In 2023, WhatsApp was indicated by 22% of respondents and Facebook by 19%; in 2024 both platforms posted an equal 20%. This reflects their entrenched role in daily communication and information exchange, but may also suggest market saturation limiting further growth.

Next come TikTok and YouTube – both at 14% in 2023; in 2024 TikTok held steady at 14% while YouTube slipped to 12%, possibly due to competition from short-form video and greater engagement of younger audiences on TikTok at the expense of longer content on YouTube. Instagram remains stable (11% in both years), while X (Twitter) rose from 5% to 8%, likely reflecting its growing role in current events and political discussion. Other platforms – Messenger, Telegram, Snapchat, LinkedIn – maintain relatively small but stable shares; Telegram rose from 3% to 4%, suggesting increasing interest in more secure channels.

The statistics illustrate that social media play a key role in Kenyans' daily lives, with a stable structure dominated by WhatsApp and Facebook as primary communication tools. TikTok holds a strong position among younger audiences, while X (Twitter) is gaining importance for following events and public debate. For communication strategies, this implies the need to use multiple platforms simultaneously to reach different demographic groups and to tailor content formats to each medium – short, engaging videos for TikTok and Instagram; longer content for YouTube; and quick updates and discussions on X.

Data on time spent on social platforms on a typical day show that most users in Kenya engage with these channels for a substantial part of the day. The largest group (31%) uses social media 1–3 hours daily, indicating regular but moderate engagement characteristic of those who treat these platforms as everyday sources of information, social contact, and entertainment. A slightly smaller share (26%) spends 3–5 hours daily, and 24% report more than 6 hours per day. Such high activity indicates intensive users for whom social media are central to social and informational life. A smaller share – 16% – limit their use to between 30 minutes to 1 hour daily, while only 3% report very low activity (under 30 minutes). These data confirm that social media are integral to the daily routines of most

CHART 19. Time spent on social media platforms



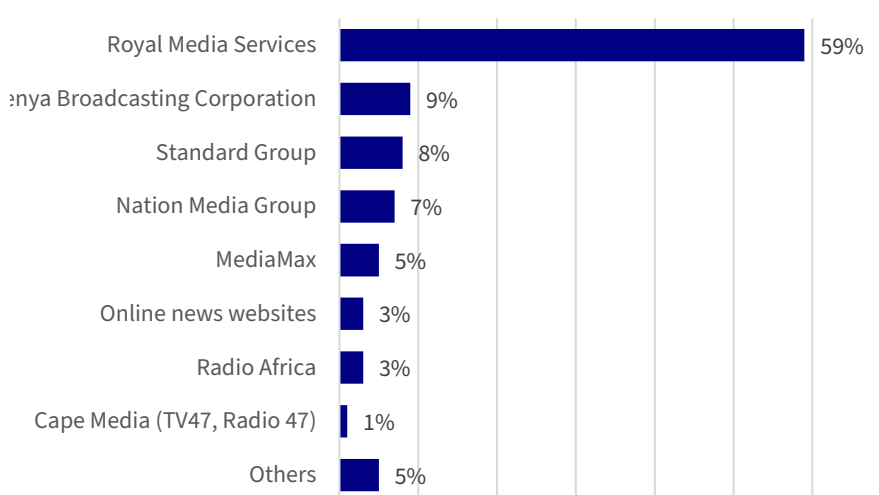
Source: State of the Media Report 2024, p. 14.

Kenyans. The high proportion spending many hours a day opens wide opportunities for communication, marketing, and social campaigns, allowing multiple touchpoints with the same user in a single day. At the same time, the high level of digital content consumption increases competition for attention, requiring engaging, dynamic, and visually appealing content.

Kenya's digital-platform market is growing rapidly and plays an increasingly important role in media consumption, particularly among younger generations and urban residents. In the context of our project, digital platforms offer unique opportunities to reach broad audiences as well as precisely targeted campaigns that can increase visibility and interest in Poland within the Kenyan media space. Social media such as WhatsApp, Facebook, and YouTube are among the most widely used platforms. WhatsApp stands out as a key communication channel, especially among groups with limited access to traditional media, as it enables rapid dissemination of text, graphic, and video information. Facebook and YouTube serve as major platforms for both information and entertainment, making them attractive tools for promoting cultural or educational content. YouTube, in particular, is a space where viewers consume video on demand, enabling the publication of content about Poland in visually appealing formats – documentaries, reports, or short promotional videos.

Digital media in Kenya not only provide a wide spectrum of interactive communication formats – live streams, polls, Q&A sessions, real-time comments – but also allow the creation of personalized, contextual content that directly matches audience interests. With increasing mobile-internet access and smartphone use, users can react almost instantly, creating space for dialogue that is fast, natural, and engaging. For the project, such tools make it possible not only to inform passively but to actively build relationships with Kenyan audiences. For example, live streams of cultural events, online discussions, or interactive thematic campaigns can help present Poland as a modern, open, and dynamic country that also respects local cultural sensitivities.

CHART 20. Which media outlet do you trust the most for information?

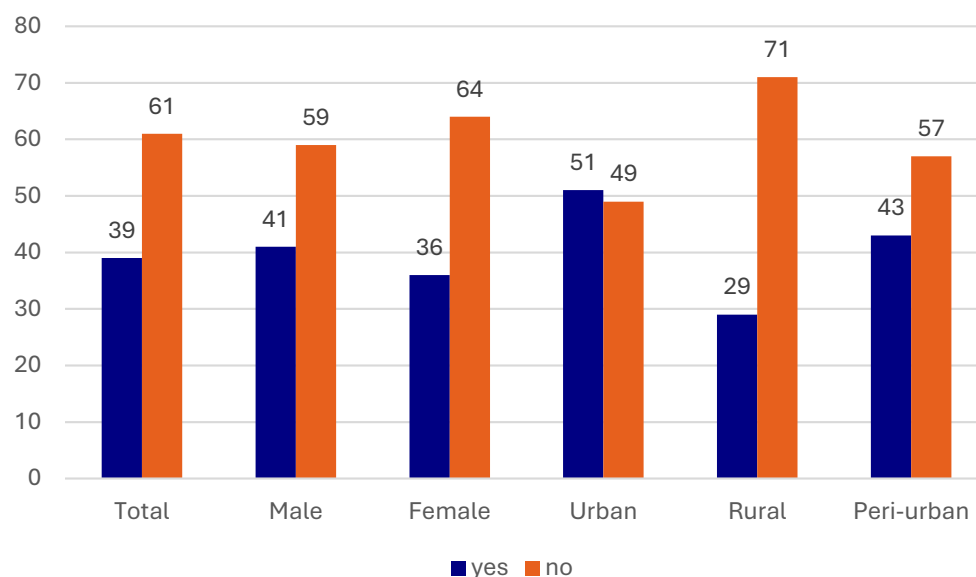


Source: State of the Media Report 2024, p. 17.

Trust in the media plays a crucial role in shaping public opinion, influencing which information sources audiences consider credible and noteworthy. In Kenya's media landscape, it is a key factor determining both the choice of communication channels and the effectiveness of media messages. The data clearly show the dominant position of Royal Media Services as the most trusted provider of information – trusted by as many as 59% of respondents. This high level of trust suggests a strong market position likely stemming from a long-standing presence, an extensive distribution network, and a reputation for delivering reliable information. Kenya Broadcasting Corporation ranks second (9%), followed by Standard Group (8%) and Nation Media Group (7%). Although much lower than the leader, these results

show several major players competing for audience trust. MediaMax (5%), online news websites (3%), Radio Africa (3%), and Cape Media (1%) enjoy relatively low trust. This may indicate that Kenyan audiences still prefer established traditional broadcasters, while online services – despite growing popularity for content consumption – have yet to gain broad recognition as primary sources of trustworthy information.

CHART 21. Artificial Intelligence (AI) in the media awareness



Source: State of the Media Report 2024, p. 21.

Artificial intelligence (AI) is becoming an increasingly important element of the global media landscape, affecting how content is created, distributed, and consumed. In Kenya, awareness of this phenomenon remains varied, reflecting differences in access to technology and levels of media education. An analysis of awareness of AI in the media shows that overall knowledge remains relatively low – only 39% of respondents say they know about AI, while 61% are unfamiliar with the term. Differences are visible by gender and location. Men (41%) show slightly higher awareness than women (36%), but in both groups the majority are unfamiliar with the topic. The largest disparities are by location: in cities, AI awareness reaches 51% – almost evenly split between “yes” and “no” – while in rural areas it drops to just 29%, with lack of awareness at 71%. In peri-urban areas, 43% declare knowledge of AI, placing them between urban and rural areas.

These findings indicate that AI awareness in Kenya is closely linked to access to modern technologies, education levels, and exposure to digital media, which are more prevalent in urban environments. The results suggest that educational campaigns about AI should be particularly intensive in rural areas and among women to reduce the information gap. For media strategies, this means that messaging about AI requires both simplifying the language and adapting distribution channels to local community realities.

Bringing together the findings on television, the radio, press, internet, and AI awareness in the media illustrates a clear evolution in Kenya's communication landscape. Television remains the dominant mass medium, ensuring the widest reach and maintaining high viewership in key bands, especially prime time. Thanks to accessibility and local character, the radio continues to play a significant role in daily communication, particularly among rural communities and speakers of the local languages. Although print is less popular among younger generations, it still shapes public opinion by offering in-depth analyses and high-value content – especially in urban settings.

The internet and digital media are gaining importance, becoming ever more significant sources of information and spaces for public debate, among younger audiences in particular. Online news services and social media enable instant content flow, user interaction, and precise targeting. At the same time, the growing role of AI in the media opens new possibilities for personalization, process automation, and communication efficiency – but also raises challenges such as the need for audience education and countering disinformation. Overall, the data show that Kenya's media market is in a phase of dynamic transformation, in which traditional channels still play important roles but are increasingly complemented by modern, digital forms of communication – changing how society obtains information and participates in public life. Awareness of AI's existence and role in the media remains relatively low – only 39% declare they know about its use – with much higher awareness in urban areas (51%) than rural ones (29%). This indicates that although AI is becoming an important tool in editorial processes, data analysis, and content personalization, its potential is not yet fully understood by audiences. Future media strategies in Kenya should therefore include not only the implementation of AI-based solutions but also educational activities to increase public awareness in this area. In the context of rapid media digitization, AI may become one of the key factors shaping the future communication landscape – provided it is introduced transparently and in ways understandable to audiences.

3



The preliminary study was conducted from 27 September to 25 November 2024 using two social media digital monitoring tools: Brand24 and Mentionlytics. Both services operate in a similar way but enable the acquisition of different data packages, covering different sub-sets, which follows directly from the sales policies and data-management rules of global digital platforms. Importantly, when conducting a research project in a new media market, it is essential to test at least two tools to determine their actual scope of operation and whether the initially obtained data will allow the intended research objectives to be properly carried out.

To identify references to Poland within the Kenyan social-media space, the Mentionlytics tool was used, allowing monitoring of specific keywords and profiles across various online channels. This process included the following steps:

- Creating a new “Tracker”: a new tracker was added to serve as a group containing selected keywords and social profiles related to Poland.
- Defining and adding keywords: within the tracker, specific keywords such as “Polska,” “Poland,” and “Polish” were entered so the system would monitor mentions containing these terms.
- Setting geographic filters: filters were configured to limit results to mentions originating from Kenya, enabling precise monitoring of potential discussions about Poland.
- Ongoing data analysis: after the first mentions were collected, they were analyzed for sentiment, frequency, and context, which made it possible to tailor the tools to specific sub-sets and to conduct a targeted assessment of Poland’s image in Kenyan social media.

After the initial phase, which included parallel monitoring with both tools, a decision was made to continue using only the Brand24 service. This decision was preceded by an analysis of the performance of both platforms and was based on an assessment of the quality, completeness, and stability of the data obtained under Kenyan media-environment conditions. Brand24 proved more functional in terms of organizing and exporting data, enabling the regular download of well-structured information sets that better matched the assumed research and analytical parameters.

From 25 November 2024 to 30 July 2025, monitoring of the social-media space was carried out exclusively with the Brand24 platform. This made it possible not only to obtain a broader body of research material, but also to ensure continuity of analysis and data comparability over a longer period. Continuing the monitoring with a single tool also

made it possible to standardize the content-processing methodology, including the classification of sentiment and thematic categories of mentions, which was crucial for maintaining consistency between quantitative and qualitative analysis.

Choosing Brand24 also allowed for more efficient project-resource management, including a close link between monitoring and the data-interpretation stage. The platform provided stability in acquiring information from major social channels (including X, Facebook, and Instagram), while offering the ability to track trends and activity with geographic attribution – an aspect that was key to studying Poland’s image within the Kenyan media space.

3.1. QUANTITATIVE ANALYSIS

- **Number of mentions of Poland on social media.**
- **Popularity of content about Poland (number of likes, shares, comments).**

Preliminary study conducted through the end of November 2024

Throughout the entire research period, the broadest possible mentions of Poland were collected. In Mentionlytics, 614 mentions were analyzed, reaching a potential reach of 3,000,911 – that is, over 3 million potential and unique impressions. At the same time, actual user engagement totaled 2,105 confirmed actions, i.e., 105 likes, 64 shares, 93 comments, 60 video plays, and 1,776 confirmed views (depending on the interaction types enabled by given digital platforms).

Data collected from Mentionlytics, by day:



Project: Poland in Kenya, Mentionlytics, <https://app.mentionlytics.com>

Baseline keyword cloud with which the system associated Poland-related content across the entire study period:



Project: Poland in Kenya, Mentionlytics, <https://app.mentionlytics.com>

The top “five” keywords the system most often linked to Poland were:

1. **Portugal** – 280 mentions, the largest outreach and engagement at the level of 283 distinct actions, and 13 positive and 9 negative mentions (per the algorithm’s classification);
2. **Saudi Arabia** – 184 mentions, 10 positive classifications;
3. **Romania** – 182 mentions, 3 positive and 1 negative classification;
4. **Qatar** – 161 mentions, 6 positive classifications;
5. **Switzerland** – 159 mentions, 2 positive.

It is evident that, at the level of systemic keyword co-occurrence, Poland is shown primarily alongside other countries in sports and political contexts. The top position of Portugal is unsurprising due to the Nations League football match between the two national teams on 15 November 2024, which was recorded by many Kenyan outlets.

It should be noted that some mentions concern information posted both on social media and on websites that serve as the basis for sharing information. An example is the announcement of a recruitment program in the city of Nakuru, where the following reference to Poland appeared:

“We have secured over 1,000 job opportunities for Nakuru residents in countries such as Australia, Qatar, Poland, Dubai, Saudi Arabia, and Germany among others.”

All mentions were also analyzed in terms of tone. It should be noted that the system’s sentiment analysis allowed the mentions to be assigned to three categories: positive, neutral, and negative.

Sentiment distribution was as follows:

- **70 mentions (11.4%)** were classified as positive. This segment was dominated by mentions relating to Polish culture, international cooperation, and educational and humanitarian initiatives in the region.
- **56 mentions (9.1%)** were negative. Negative opinions mainly concerned reactions to sports results and the war in Ukraine.
- **487 mentions (79.3%)** were assessed as neutral. The neutral character indicates an informative tone without clear emotional valence.

The dominance of the neutral category (almost 80%) suggests that most content about Poland in Kenyan social media focuses on conveying facts or information without explicit evaluation. At the same time, the relatively small number of negative mentions compared with neutral and positive items indicates a lack of strong negative narratives, creating space to reinforce a positive image of Poland in the region.

Ongoing checks of the aggregation of mentions about Poland – and their relatively small and stable daily increase – led to additional trackers being set on Polish brands with global recognition that surfaced in the first days of the study:

- **Robert Lewandowski** – footballer, currently a player for Spain’s FC Barcelona and captain of the Poland national team;
- **The Witcher** – a video game by Polish studio CD Projekt, a Netflix drama series, and – above all – the book series by Andrzej Sapkowski.

Robert Lewandowski appeared 229 times in the algorithm within Kenyan social media. He achieved a potential reach of 4.3 million and actual engagement of 107 thousand, including 2.3 thousand likes, 264 shares, 450 comments, 23.8 thousand plays, and almost 80 thousand actual post views. Sentiment analysis: 62 positive posts, 27 negative, and 133 neutral.

The keyword cloud generated by the system shows an interesting trend worth noting:



Project: Robert Lewandowski in Kenya, Mentionlytics, <https://app.mentionlytics.com>

Among the keywords – which greatly facilitate building media narratives – there **is** no link between “Poland” and “Robert Lewandowski.” In the mediasphere of digital platforms, coupling the “Poland” brand with other Polish brands may be a key challenge that warrants further, in-depth study. While the phrase “Polish footballer” sometimes appears in post content, within sentiment analysis and the structure of the published content it has little influence on audiences, as shown by the monitoring results.

In the case of The Witcher, media exposure in Kenya is lower. A total of 48 mentions were collected, with a potential reach of 135.6 thousand and engagement of 2.6 thousand, including 30 likes, 18 comments, 23.8 thousand plays, and nearly 2.6 thousand actual post views. Sentiment analysis: 11 positive posts, 9 negative, and 28 neutral.

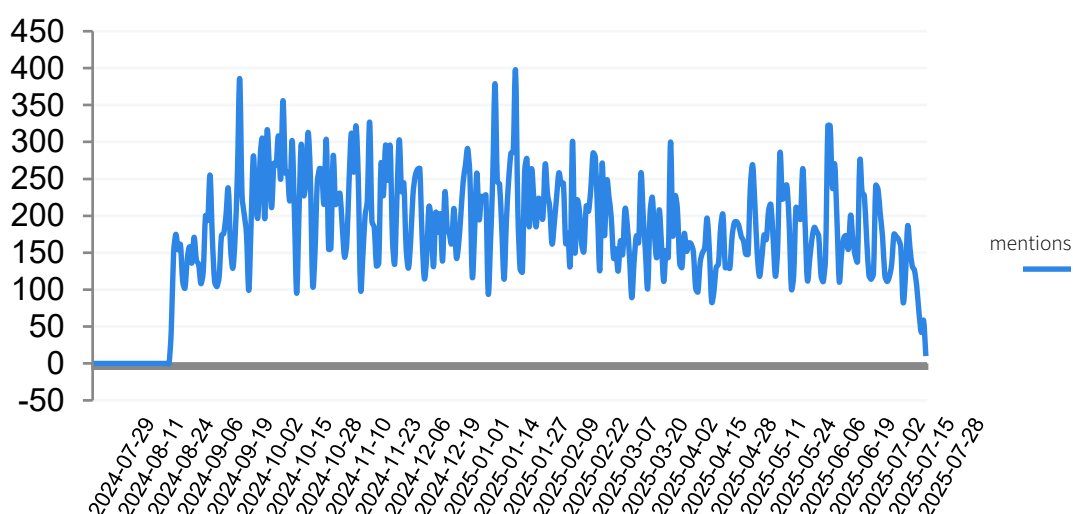
Keyword cloud:



Project: The Witcher in Kenya, Mentionlytics, <https://app.mentionlytics.com>

Here too, there is no association with “Poland,” which will also be shown in the qualitative analysis of posts.

Using Brand24, 63,440 mentions were collected over the entire study period:



Project: Poland in Kenya, Brand24, <https://app.brand24.com>

An analysis of the daily number of mentions about Poland in Kenya's media space shows a fairly even, albeit moderate, level of interest in the topic. The initial weeks featured a gradual increase in mentions, which may be linked to the start of monitoring activities and the first publications about Poland. Subsequently, we observe regular fluctuations without pronounced long-term upward or downward trends, indicating that Poland's presence in Kenya's digital space is contextual rather than systematic.

The chart shows several isolated peaks of activity, which can be interpreted as reactions to specific media or informational events – both directly related to Poland and to Poland's presence within a broader global context, as will be shown in the qualitative analysis section. However, the observation of a stable and low level of topical exposure itself is an important reference point for further recommendations to increase Poland's sustained and strategic communication presence in the region.

The basic data ranges are presented in the table below:

Total mentions 63K 0%	Total reach 434M 0%	Positive mentions 3 095 0%	Negative mentions 388 0%	Average Presence Score 50/100 +4900%
AVF \$20M 0%	Social media reach 166M 0%	Non-Social media reach 268M 0%	User generated content 26K 0%	Social media mentions 14K 0%
Non-Social media mentions 49K 0%	Social media reactions (e.g. likes) 4.8M 0%	Social media comments 264K 0%	Social media shares 101K 0%	Total social media interactions 5.2M 0%

Project: Poland in Kenya, Brand24, <https://app.brand24.com>

In the period studied, over 63,000 mentions of Poland were recorded, of which 3,095 were positive and only 388 were classified as negative. The remainder were neutral. This proportion indicates a predominantly neutral or positive tenor to Poland's presence in Kenya's information space, with a very low level of negative messaging. Such a sentiment distribution may be advantageous for building a long-term national image – especially in a region where Poland's presence is limited and perceptions are not yet strongly entrenched.

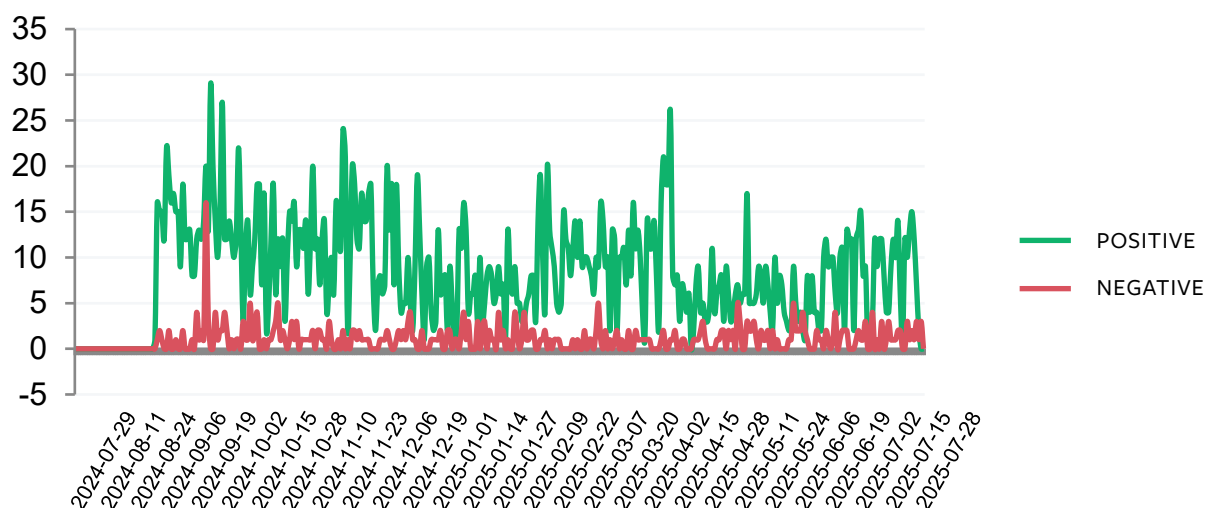
Total reach of all mentions amounted to 434 million, of which 166 million came from social media and 268 million from traditional and online (non-social) media. These data point to high exposure potential, even if reach is not identical to actual contact. Nevertheless, such a large figure indicates that topics in which Poland was mentioned appeared visibly in the media space and could have been received by broad audience groups.

From an image-building perspective, the AVE (Advertising Value Equivalent) indicator reached USD 20 million. This is an estimated media value of advertising equivalence, showing how much it would cost to generate a similar reach via a paid advertising campaign. Although this indicator does not reflect all qualitative aspects (e.g., actual engagement), it provides an important reference for assessing the media value of Poland's presence in the Kenyan information landscape.

On social media, 5.2 million interactions were recorded, including 264k comments, 101k shares, and 4.8 million reactions (e.g., likes). These numbers suggest that content

referencing Poland prompted user responses – it was not consumed passively but served as a starting point for discussion or opinion-sharing. While these figures are small by global standards, at the local (Kenyan) scale they may be meaningful, indicating Poland’s potential presence in the sphere of public debate and information.

The sentiment chart clearly shows an even distribution of emotional engagement:



Project: Poland in Kenya, Brand24, <https://app.brand24.com>

Interestingly, the only negative spike in sentiment on specific days (16 posts in one day) was tied to content from the X account HumphreyMasheti on 23 September 2024 – i.e., gathered retroactively by the service, prior to the official start of our study. As of August 2025, this account is officially suspended, but in the past it recorded considerable reach on the platform and accessed a large follower base (over 15,000 followers). Notably, all posts were published as a thread between 21:33 and 21:48 and contained similar content on U.S. policy toward Africa and Kenya, with #Poland among the appended hashtags. This points to the use of Poland as a narrative anchor or as a tactic to increase the reach of publications within certain algorithmic audience clusters.

The fact that the HumphreyMasheti account was later suspended (as of August 2025) and previously had significant reach and a relatively large follower base underscores the importance of this observation. It may indicate that the Kenyan space contains networked communication accounts used to disseminate certain narratives – possibly geopolitical or propagandistic – in which Poland and other countries can be used as a “side” element or a device to amplify reception of specific theses. Such practices are characteristic of

disinformation campaigns that deploy countries, symbols, or personalities not as the core topic but as components building an emotional or political narrative frame.

In the context of our study – and a broader reflection on disinformation – this case shows that Poland’s presence in Kenya’s media space, although limited, can be subjected to attempts at instrumentalization within wider communication activities conducted via social media. This justifies continued monitoring and in-depth analysis of content that may trigger certain associations or operate as elements of broader disinformation strategies, including in contexts not directly related to Poland.

A highly important element of our research was the index of countries and geographic names appearing in content associated with the collected mentions:



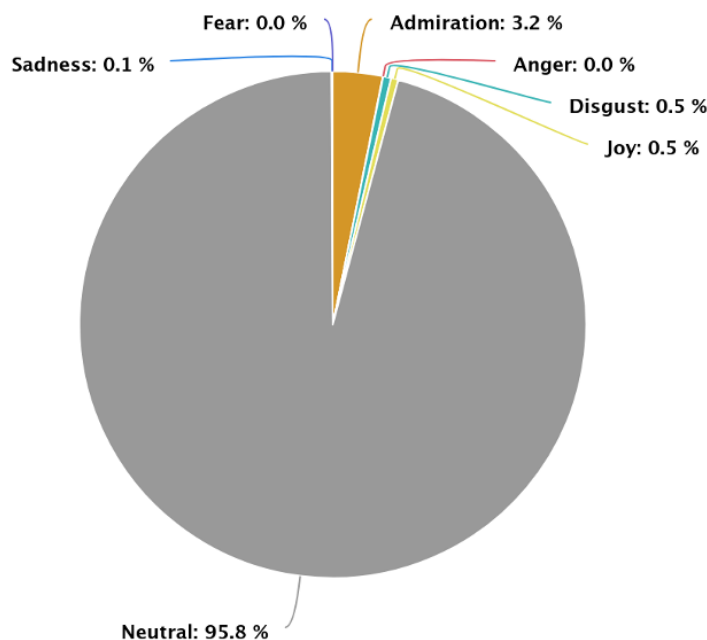
Project: Poland in Kenya, Brand24, <https://app.brand24.com>

Based on the tag cloud, it can be observed that content mentioning Poland was very often situated within a broader international context encompassing various countries and regions. Country names from multiple continents are visible, which may indicate that Poland most often appeared as one element in larger lists, rankings, political analyses, or socio-economic overviews, rather than as the main topic. Dominant names include, among others: Portugal, Romania, Norway, Panama, Peru, the Philippines, and Pakistan. Their frequent presence suggests that content featuring Poland dealt with comparative topics such as international cooperation, migration policy, sports events, development activities, or relations with the European Union and countries of the Global South. The

presence of African (e.g., Nigeria, Rwanda), Asian (Pakistan, the Philippines), and European (Norway, Romania, Portugal) states points to thematic and geographic diversity. Often these were mentions within a global context – rankings, country comparisons, or multinational events.

The tag cloud thus confirms earlier findings that Poland's image in the Kenyan media space was most often built indirectly, within contexts that included other countries. Poland appeared as one actor among many, frequently without in-depth commentary or standalone treatment. This indicates that information about Poland usually came as accompanying mentions to larger narratives, underscoring the need for continued monitoring of such linkages and identifying moments when Poland could be presented as the chief focus of the message.

Mentions were also analyzed for the emotions they might potentially evoke among audiences. The analysis clearly indicates a dominance of neutral messages – as many as 95.8% of all items were classified as not eliciting marked emotional reactions. This confirms earlier observations regarding the overall tone of messaging about Poland in the Kenyan media space: most often informative, lacking emotional coloring, and functioning within broader geographic or thematic contexts.



Project: Poland in Kenya, Brand24, <https://app.brand24.com>



Source: YouTube, <https://www.youtube.com/watch?v=3d6MMWULGyA>

Among emotions identified in the remaining 4.2%, admiration (3.2%) appeared most frequently, suggesting some messages may have elicited positive associations – particularly in the context of sports events or information about employment opportunities. Other emotions – joy, disgust, sadness, fear, or anger – appeared only marginally (together below 1%), meaning that topics relating to Poland rarely provoked stronger emotional reactions. This emotional structure confirms that Poland’s image in Kenyan social media did not generate significant tensions, nor was it part of polarizing discussions; its presence was mainly incidental and relatively neutral in social reception.

Brand24 enabled access to data at the level of specific social profiles. Below is a review of collected information and posts that achieved notable reach:

September 2024

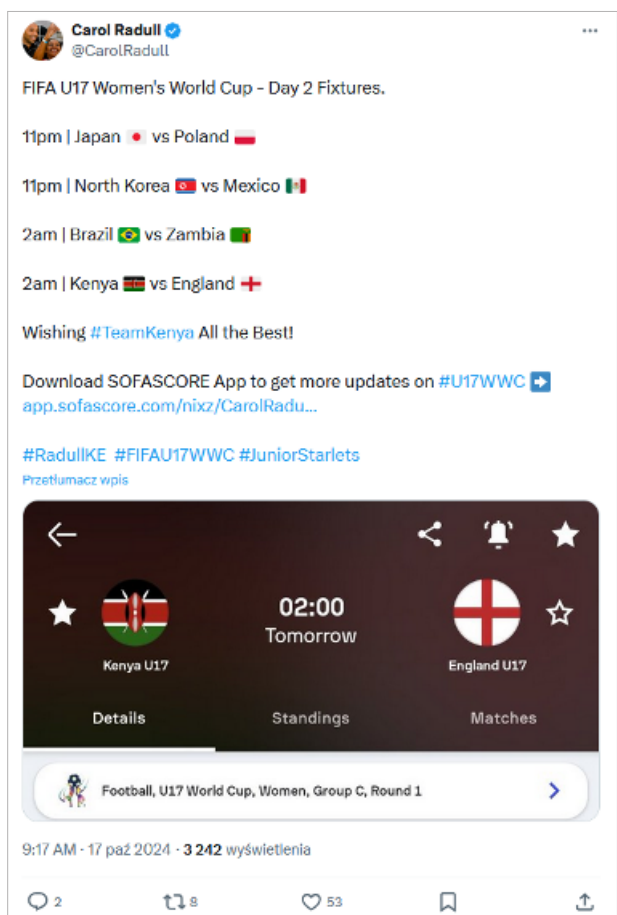
A post from the “Finding Ian” account, published on 24 September 2024, refers to building a dream home – an example of positive messaging arising from personal experiences and contacts between Poland and Kenya. Such narratives – rooted in authentic stories and



Source: YouTube, https://www.youtube.com/watch?v=A-1cGig1_UA

everyday realities – are particularly significant because they build an emotional bridge between the countries. They also show that individual relationships, migration, cooperation, or inspiration can lead to durable positive associations with Poland as a modern, open country offering valuable solutions. In state-image research, such bottom-up, non-institutional mentions are a valuable source of positive sentiment and may be more powerful than official communications precisely because of their authenticity and grounding in concrete human experiences.

A mention of the match between the women's national teams of Kenya and Poland during the FIBA 3x3 U23 World Cup 2024 shows that sports events play an important role in building mutual visibility and symbolic ties between the two countries. Although such events are often short-lived in the media cycle, they generate user engagement and help entrench Poland's presence in the minds of Kenyan social-media users. Sport – being a space of emotion, rivalry, and community – can serve as a natural carrier of a country's positive image, regardless of the result. Moreover, the fact of a direct meeting between national teams emphasizes real interaction, which increases Poland's image and communication potential in the region.



Source: X, <https://x.com/CarolRadull/status/1846812890583474667>

October 2024

Mentions related to the FIFA U-17 Women's World Cup, featuring both Poland and Kenya, proved significant. Such events draw media attention, generate numerous user reactions, and create space for mutual perception through the lens of competition, engagement, and emotions. For Poland, mentions of this sort are particularly important because they place it as an active participant in global sports events, potentially strengthening the perception of the country as dynamic, supportive of sports development, and present in international dialogue. Additionally, Poland's appearance in the context of women's sports may positively influence the image of the country as supportive of diversity and gender equality.

A mention announcing the winners of the "Communication Africa: Stories of Hope and Change" competition, organized by Harambee Africa International (HAI), is an interesting example of cultural and communication linkages between Africa and Poland. Although the competition itself concerned narratives about Africa – its challenges, cultural

Winners of “Communicating Africa” Contest by Rome-Based Development Agency to be Feted in Poland



Screen grab from "The Heartbeat of Budaka" by Lornah Hope Apiyo. The documentary is one of the winning entries in the "Communicating Africa" contest by Harambee Africa International. Credit: HAI

Source: ACI Africa, <https://www.aciafrica.org/index.php/news/12723/winners-of-communicating-africa-contest-by-rome-based-development-agency-to-be-feted-in-poland>

richness, and development initiatives – the event’s significance to our study lies in the fact that the awards ceremony would take place in Warsaw on 19 November 2024. Poland’s role as host of an event of symbolic importance to African creators and organizations suggests the country can be perceived as an active participant in intercultural dialogue and a partner in development and educational initiatives. This mention indirectly contributes to building a positive image of Poland – as a country open to cooperation with Africa, promoting positive narratives, and supporting social initiatives. Given the event’s emotional and symbolic dimension, the message may draw interest and resonate with Kenyan audiences, for whom the winning projects are often thematically and identity-relevant. Such presence – though not based on direct promotion of Poland – fits a model of soft cultural diplomacy, strengthening the image of Poland as a country engaged in stories about Africa and supportive of African voices on the international stage.

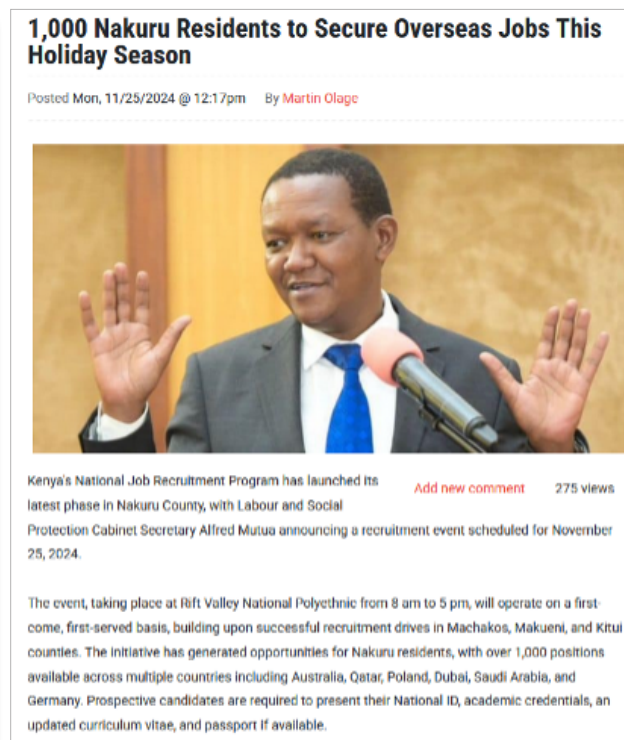


Source: X, <https://x.com/Dennisktanui614/status/1855930343934632193>

November 2024

A mention posted on Poland's Independence Day, 11 November 2024, is an example of positive and symbolic engagement by an individual outside Poland – in this case a Kenyan user – in cultural and emotional dialogue. The post combines personal wishes directed to Polish citizens with a reference to the ongoing process of obtaining a work permit, underlining an intention to forge a direct connection with Poland through labor migration.

The participation of Poland and Kenya in the inaugural Women's Amputee Football World Cup, held in Colombia, is an important example of growing inclusivity in international



Source: X, <https://x.com/GhettoRadio895/status/1856174709785649537>

Source: <https://mwakilishi.com/article/kenya-news/2024-11-25/1000-nakuru-residents-to-secure-over-seas-jobs-this-holiday-season?cid=h>

sport and of the strength and determination of athletes with disabilities. The third-place match between the two teams ended with Poland winning 1–0, giving the Polish team the bronze medal. While the event was competitive, its significance went beyond rivalry – it was an opportunity to show solidarity, respect, and the engagement of both countries in developing sport accessible to all. From Poland’s image perspective in Kenya, this mention can strengthen the country’s profile as active and supportive of equality, inclusion, and social justice. The participation of both teams in such a prestigious, albeit niche, event creates space for a positive narrative around Poland and may foster mutual respect and inspiration – particularly in the area of inclusive sport, which is gaining prominence in the global debate on inclusivity.

Mentions about employment opportunities for Kenyan citizens in various countries – including Poland – point to growing interest in labor migration and potentially closer

SPORT

[Home](#) | [Football](#) | [Cricket](#) | [Formula 1](#) | [Rugby U](#) | [Tennis](#) | [Golf](#) | [Athletics](#) | [Cycling](#)

Draw held for first Kabaddi World Cup outside Asia



BRITISH KABADDI LEAGUE

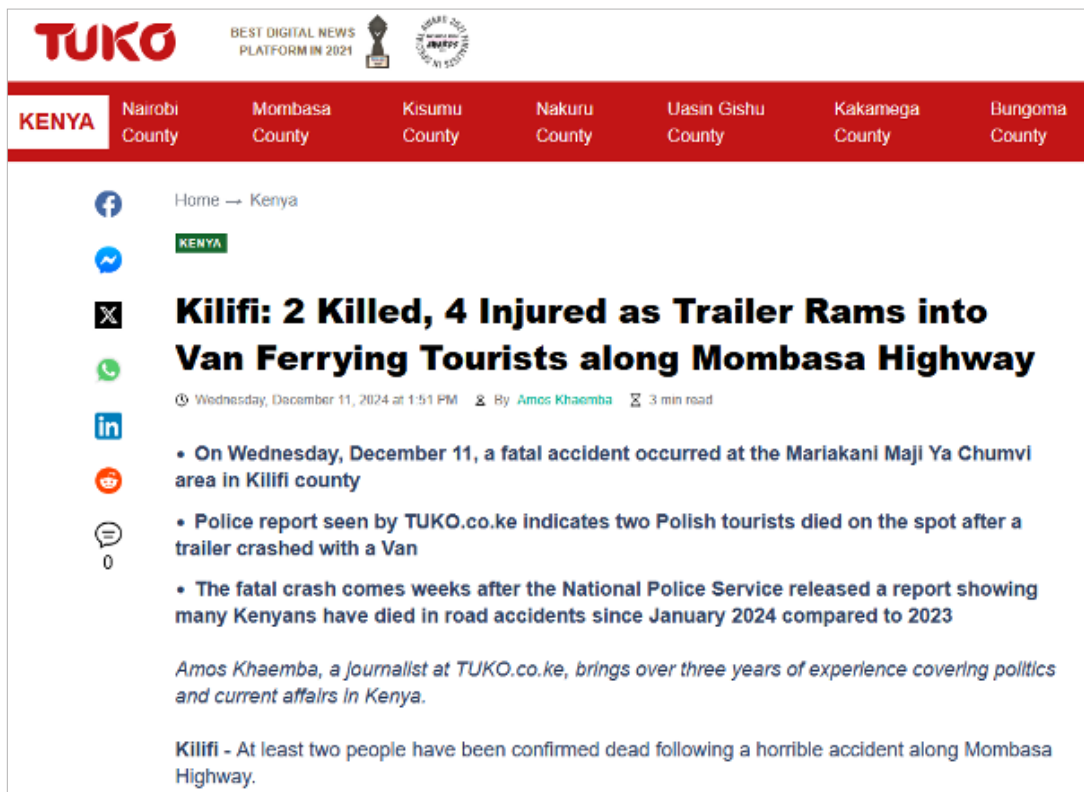
Kabaddi is watched by hundreds of millions of avid fans in Asia - the sport's world cup will be hosted in the West Midlands, in March

Source: BBC Sport, <https://www.bbc.com/sport/articles/c33deny8n350>

economic ties between the two states. Poland appeared in such contexts alongside countries traditionally seen as attractive migration destinations, such as Australia, Qatar, or Germany, which may indicate a gradual increase in its recognition as a destination offering legal and safe forms of employment.

December 2024

Poland's presence in international sports events such as the Kabaddi World Cup or Kho Kho World Cup, in which Kenya also participates, shows sport as a key factor linking the two countries and fostering international relations. Although these disciplines are



Source: Tuko Kenya, <https://www.tuko.co.ke/kenya/572068-kilifi-2-killed-4-injured-trailer-rams-van-ferrying-tourists-mombasa-highway/>

not among the most popular in Poland, their global reach – especially in Asia and Africa – means that participation in such tournaments increases a country’s visibility in non-standard sports and cultural contexts. The shared presence of Poland and Kenya in niche yet intensely covered sports events creates space for symbolic closeness and highlights shared values: competition, respect, and global co-presence. Sport here is not only a platform for national teams but also a channel for public diplomacy, where relations can be built through shared experience, emotion, and presence in the same narrative spaces. Even if they do not generate large reach, such events are an important element of the map of international contacts and strengthen a positive, dynamic image of Poland in the eyes of Kenyan audiences.

A tragic incident involving Polish tourists in Kenya, though dramatic in nature, indicates real interest by Polish citizens in travel to the country. Media mentions of the event, although focused on the accident, simultaneously reveal the existence of tourist ties between Poland and Kenya and may inadvertently signal potential in this area. The presence of Polish citizens in Kenya as tourists testifies to the region’s attractiveness and may serve as a starting point for developing more conscious, bilateral cooperation in the tourism sector.



Source: X, <https://x.com/CarolRadull/status/1878109293817266472>

Source: The Standard, <https://www.standardmedia.co.ke/business/business/article/2001509562/hoteliers-eye-conferences-to-grow-numbers>

January 2025

Further mentions of sports events involving both Polish and Kenyan athletes – particularly in tennis and rugby – confirm that sport is an important channel linking the two countries. One example is a match where Kenya's Angella Okutoyi beat Poland's Zuzanna Pawlikowska to reach a singles final. Such direct encounters, covered on social media and in sports news outlets, create a narrative built on rivalry, mutual recognition, and joint participation in global sports life, even if the tournament is of a lower tier.

A mention of the presence of Polish tourists in Kenya (Polish tourists appear in the article's illustrative photo) signals potential for developing bilateral cooperation in tourism. Although the content refers to an individual case, its broader significance lies in showing real interest by Polish citizens in travel to Kenya. Even when incidental, such information shows that Kenya functions in the imagination of Polish travelers as a culturally and naturally attractive destination.

Kenya Lionesses set for HSBC World Rugby Sevens Challenger Series opener in Cape Town



Forward this breaking story now

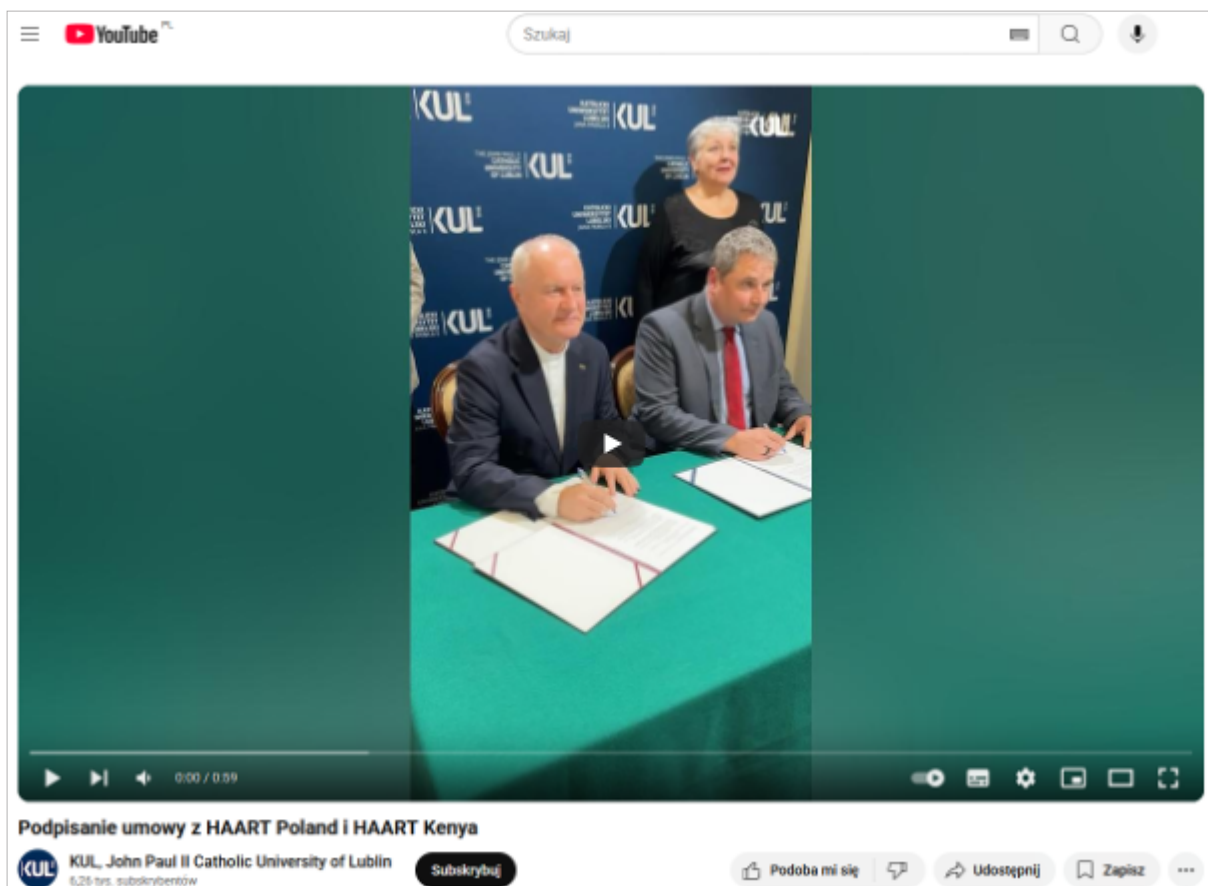
Source: TheEastleighVoice, <https://eastleighvoice.co.ke/sports/120641/kenya-lionesses-set-for-hsbc-world-rugby-sevens-challenger-series-opener-in-cape-town>

February 2025

Kenya's women's Rugby Sevens team – the Kenya Lionesses – were to take part in the HSBC World Rugby Sevens Challenger Series in Cape Town, South Africa. In the group stage, the team was placed in Group D, facing, among others, Poland and Samoa. Mentions of this event appeared in Kenyan social media and sports services, directly linking Poland to the current activity of a national team that attracts local interest.

March 2025

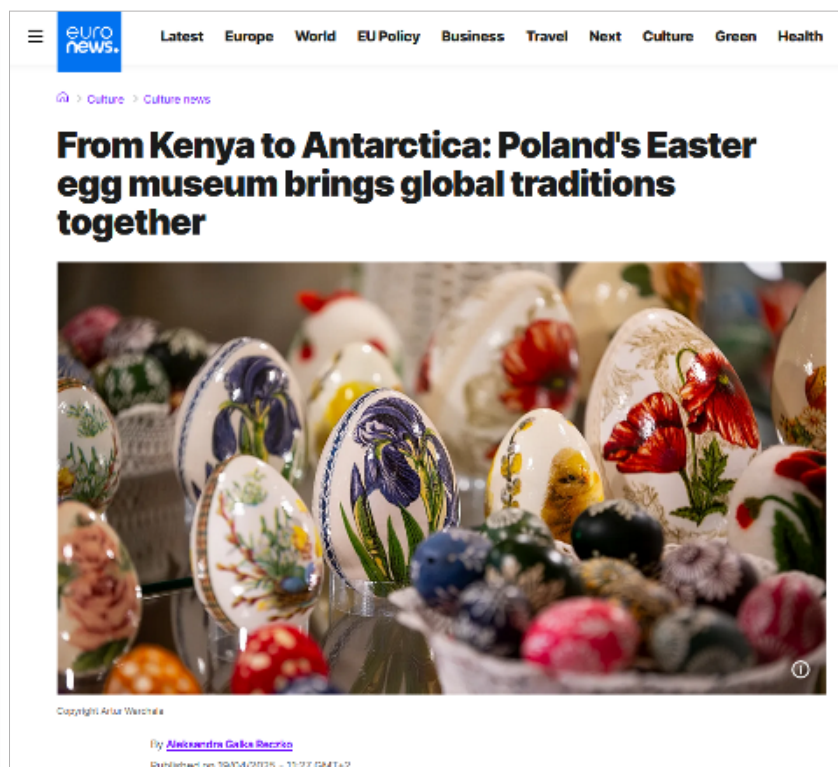
A mention of cooperation between the John Paul II Catholic University of Lublin (KUL), HAART Poland, and HAART Kenya illustrates active engagement by Poland and Kenya in educational and humanitarian activities. The partnership focuses on countering human trafficking – a global problem affecting communities in East Africa and Europe. The activities include both exchange of academic knowledge and tangible assistance and educational initiatives involving students, lecturers, and activists from both countries.



Source: YouTube, <https://www.youtube.com/watch?v=oo8rFEAJY5I>

April 2025

The Kenya Lionesses' victory in the HSBC Challenger Series tournament held on 12 April 2025 in Kraków likely contributed to an increased reach for information about Poland (2.2 million recipients) and to a noticeable rise in positive sentiment in Kenyan social media. The event was received as a significant sports success for the Kenyan team, which earned recognition and publicity on the international stage – with Poland this time as host and co-participant. Mentions of the victory were clearly affirmative and often included positive references to the tournament venue which – albeit indirectly – also affected Poland's image. For Kenyan audiences, Poland appeared as a place of national success, potentially evoking positive emotional associations and interest. This is another example of how sports events can not only bolster the image of athletes or teams but also help build the visibility and perception of the countries where these successes occur.



Source: X, <https://x.com/SafaricomPLC/status/191113001099353306>

Source: Euronews, <https://www.euronews.com/culture/2025/04/19/from-kenya-to-antarctica-polands-easter-egg-museum-brings-global-traditions-together>

A mention of an Easter-egg exhibition at a Polish museum, reported among others by Euronews, highlights the potential to develop cultural relations between Poland and Kenya by promoting heritage and folk traditions in an international perspective. The exhibition, which included Easter motifs from various world regions – from Kenya to Antarctica – shows Poland's openness to cultural diversity and its desire to integrate global traditions in a museum space. Such initiatives can serve as a starting point for building more durable and systematic cultural exchanges and as inspiration for potential visitors – including tourists from Kenya – interested in exploring European culture through motifs also close to their own heritage. Displaying Kenyan elements in a Polish museum fits a model of mutual recognition and symbolic partnership, which can strengthen positive emotions and encourage further contacts in culture, education, and tourism.



Source: X, <https://x.com/JohnMwendwaOGW/status/1922687906629505032>

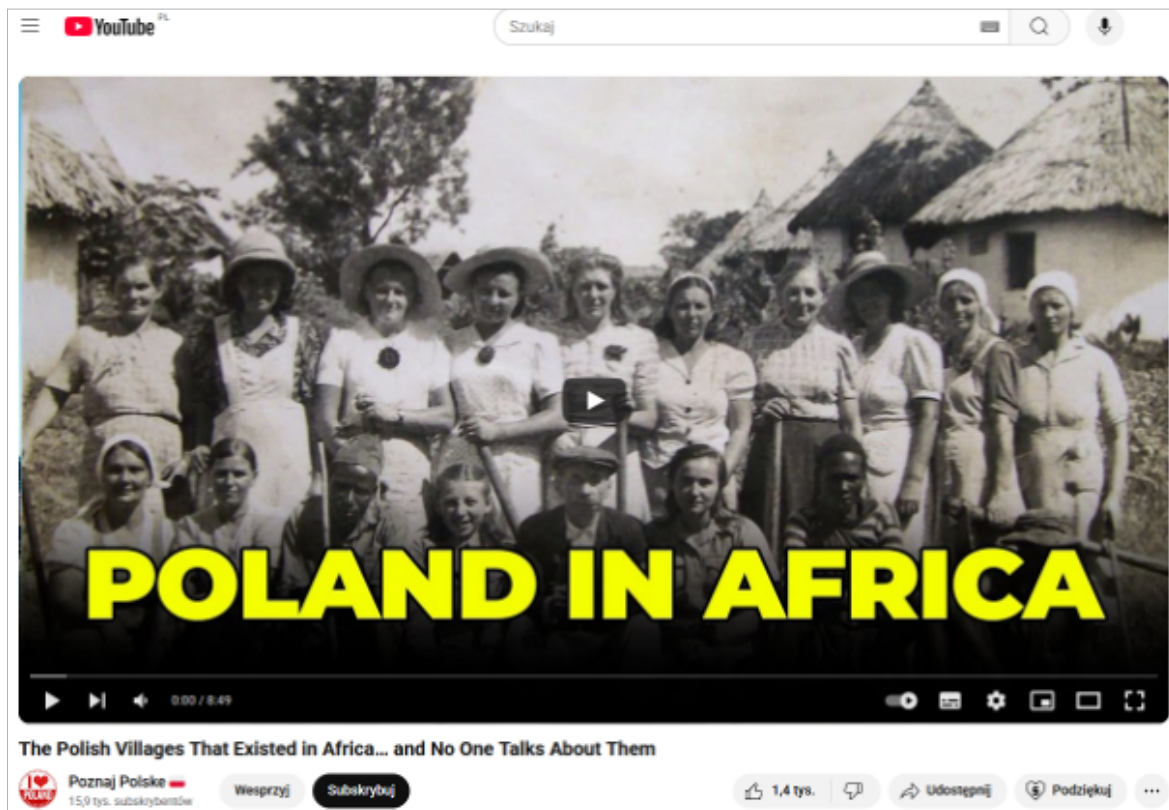
May 2025

Information about the Poland–Kenya Business Forum in Nairobi and the “Why Kenya” presentation addressed to Polish companies signals growing interest in economic co-operation between the two countries. Such initiatives aim not only to deepen trade relations but also to promote mutual investment opportunities, particularly given Kenya’s developing economy and Polish entrepreneurs’ search for new markets and partners. The forum and related events exemplify active economic diplomacy and show that Poland sees East Africa – especially Kenya – as an area with high development potential. For Kenya, it is an opportunity to attract investment, transfer technology, and establish lasting business relationships with European entities. Media mentions fit a positive message about international cooperation and can strengthen the perception of Poland as a reliable economic partner in the region.



Source: X, <https://x.com/BlackFilmAlerts/status/1922737825813840067>

A mention of the popularity of the series “Forever,” which ranked No. 1 in trends in many countries – including both Poland and Kenya – illustrates how contemporary popular culture can serve as a bridge connecting audiences from different cultural circles. The global distribution of entertainment content and its simultaneous reception in different parts of the world shows that audiovisual media have immense potential for building shared reference points, emotions, and talking points that transcend geographic boundaries. Such cases confirm that contemporary entertainment – TV series, streaming platforms, film productions – can indirectly influence perceptions of countries associated with a given title or its creators. Although “Forever” does not directly concern Poland, its popularity in both Poland and Kenya creates a rare opportunity to examine how converging tastes and media interests can shape soft social ties and mutual recognizability between audiences in both countries.



Source: YouTube, <https://www.youtube.com/watch?v=kqWJOilodO8>

June 2025

A film about the fate of Polish refugees who found refuge in East Africa during World War II – including in present-day Kenya – helps refresh and popularize a little-known yet highly symbolic chapter of the countries' shared history. Increasingly referenced in the media, this story gains new significance in the context of contemporary international relations, providing a foundation for narratives of solidarity, hospitality, and shared experiences in the face of global crises. Growing interest in this thread can create a natural space for historical tourism and for educational and cultural initiatives highlighting this lesser-known episode in the histories of Poland and Kenya. The narrative potential – based on facts, emotions, and shared migratory experience – can also strengthen positive associations with Poland, showing it not only through the lens of current relations but also as a country with a deeply rooted memory and respect for the region's history. Over the longer

Home » Education News » Governor Wavinya commissions Kyumvi fire station training center, hails donor support

EASTERN EDUCATION NEWS NEWS

Governor Wavinya commissions Kyumvi fire station training center, hails donor support

🕒 June 25, 2025 🕒 4 mins



Source: EducationNews, <https://educationnews.co.ke/governor-wavinya-commissions-kyumvi-fire-station-training-center-hails-donor-support/>

term, such themes may play an important role in building deeper and more balanced relations between Polish and Kenyan societies.

A mention of the opening of the Kyumvi Fire Station Training Center, implemented with the support of the Polish Center for International Aid (PCPM), is a clear example of Poland's engagement in developing public infrastructure in Kenya. Focused on improving emergency response capacity, the project fits into broader efforts to support the safety and development of local communities while underscoring the practical and partnership-based nature of development cooperation between the two countries.

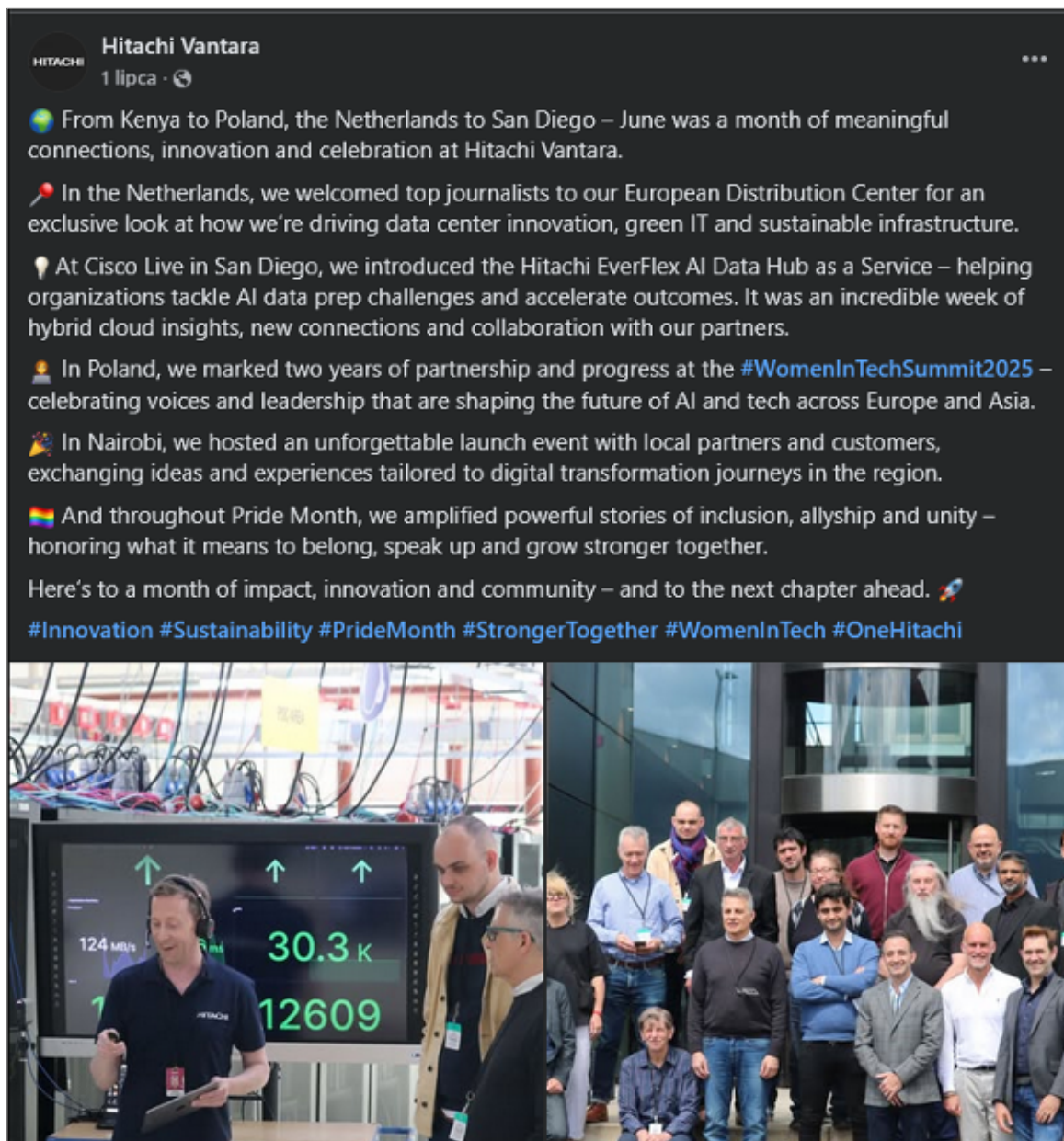


Source: Tuko, <https://kiswahili.tuko.co.ke/watu/593035-kevin-kiprotich-familia-ya-mkenya-aliyefariki-poland-yamuenzi-kwa-jumbe-za-upendo-wakindaa-mazishi/>

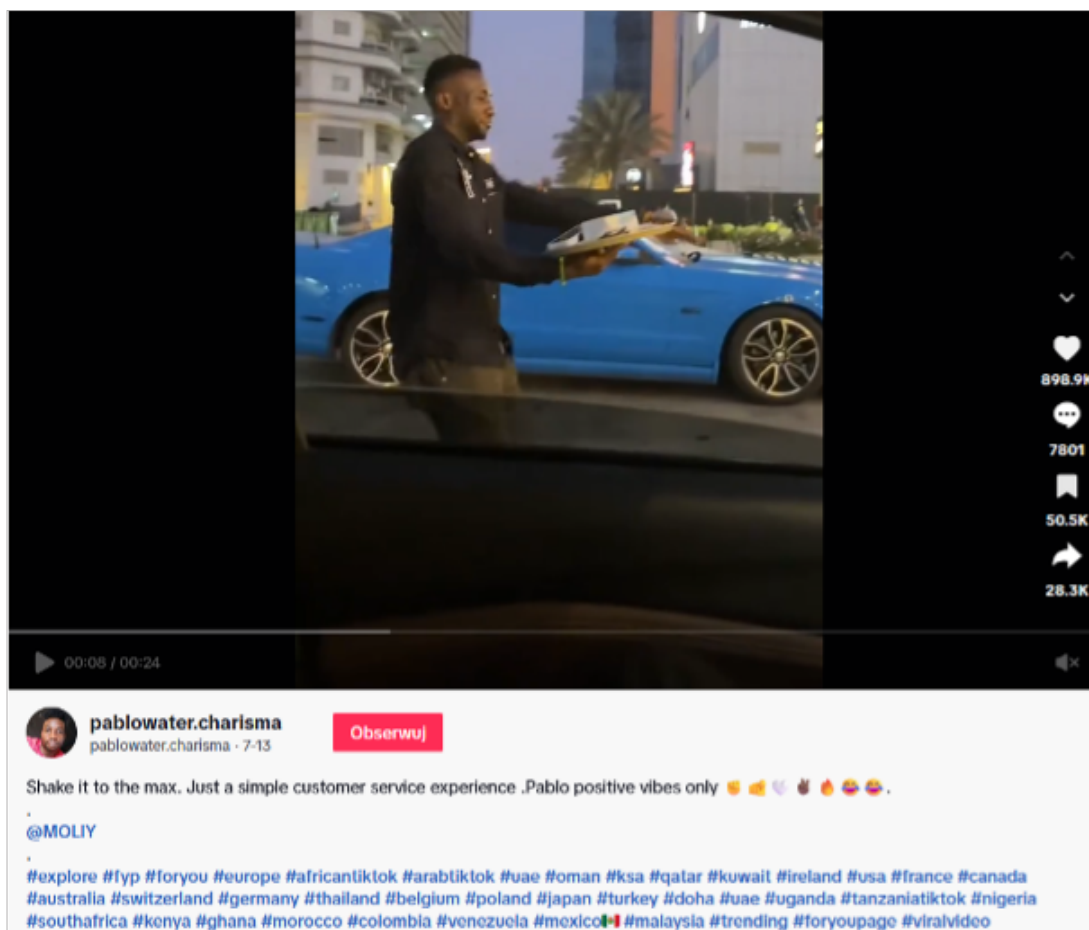
News of the death of a Kenyan citizen in Poland, though tragic, confirms the presence of a Kenyan diaspora in Poland and indicates real, inter-personal ties between the two societies. The fact that such an event was noted in Kenyan media underscores that migration – regardless of scale – is part of the shared information space and can affect perceptions of the host country.

July 2025

A mention of the celebration of a company's second anniversary in Poland, organized by Hitachi Vantara, highlights the growing importance of economic and technological relations between a private firm operating in both countries. Especially significant is the focus on developing the new-technology sector, including AI-based solutions, which is increasingly important both locally and globally. Such cooperation shows that Poland can be seen as a partner not only in traditional economic sectors but also in advanced fields



of digital technology. The positive tone of this mention can help strengthen Poland's image as innovative, open to cooperation, and active in international knowledge and technology transfer. For Kenyan media and audiences, this signals an advanced level of partnership and potential opportunities for local firms and specialists who could benefit from experience and technologies developed in cooperation with Polish entities. Such communications support the building of trust and symmetry in international cooperation and help shape a modern, professional image of Poland in East Africa.



Source: TikTok, <https://www.tiktok.com/@pablowater.charisma/video/7526681258638839047>

An example from 13 July, when a sudden spike in social-media reach was observed, illustrates a potential phenomenon of disinformation or algorithmic manipulation in the digital information environment. The surge was driven by content published on TikTok using a wide set of country hashtags – including #Poland and #Kenya – regardless of the actual content of the materials. Such actions aim to increase the visibility of posts by artificially assigning them to popular geographic categories, even though they contain no real references to those countries. These cases show how social-media mechanisms can be exploited to amplify reach without connection to real messaging or informational value. While such content is not always intentionally harmful, it is part of a broader disinformation phenomenon in which algorithms and users co-create a digital reality detached from reliable data. In the context of studying Poland’s image in Kenya, such mentions – despite high reach – do not contribute to genuinely shaping public opinion and may even hinder assessing the real level of interest or audience engagement.

Conclusions from the quantitative analysis of mentions

After analyzing the collected material using representative examples, we conclude that the mentions can be divided into seven categories, which will serve as the basis for their primary classification:

1. **Politics** – the number of mentions related to political life in Poland and our country's international cooperation.
2. **Sports** – the largest number of mentions refers to sports events, such as football matches and other events involving the Polish national team in various disciplines.
3. **Culture** – mentions referring to cultural events, such as festivals, the promotion of Polish cuisine, or other culture-related initiatives.
4. **Economy** – the number of mentions concerning economic issues, allowing the identification of leading topics.
5. **Education and science** – the number of mentions and the specific dimensions they concern (e.g., potential cooperation between our countries).
6. **Community and everyday life in Poland** – mentions focused on daily life in Poland.
7. **Other** – posts that cannot be classified into the above categories.

All the mentions discussed – despite their thematic and formal diversity – share the fact that Poland appears in Kenyan media space mainly indirectly, contextually, and incidentally. Content related to Poland usually does not constitute the main subject of communication, but instead forms part of broader narratives: sports, economic, educational, cultural, or historical. Thus, Poland's image is constructed rather “in the background” – through its presence in international events, partnerships, rankings, user statements, or geographical comparisons.

In the vast majority of cases, these mentions are neutral or moderately positive. Poland is presented as a country engaged in international cooperation (e.g., through the activities of PCPM, participation in sports events, or educational projects), but it does not evoke strong emotions or controversies. Its presence is not strongly linked to national branding – with the exceptions of mentions about Robert Lewandowski, *The Witcher*, or cultural contexts – which, however, are rarely directly associated with Poland as the country of origin of these phenomena.

It is also noteworthy that individual cases of increased reach, negative sentiment, or manipulation (e.g., the use of hashtags or controversial posts on X) are largely marginal. Nevertheless, they confirm the need for vigilance and continuous monitoring, particularly in the context of potential disinformation activities. There are also themes that hold potential for further developing Poland's positive image – such as joint educational projects, sports events, or Poland's presence in the cultural sphere – but at this stage they are not yet strongly emphasized.

3.2. QUALITATIVE ANALYSIS OF THE COLLECTED MATERIAL

Based on the preliminary analysis of the collected material, three important trends can be identified that are worth a deeper examination:

1. **Poland usually appears in posts as one of several points of reference; less often as the main subject of the content**

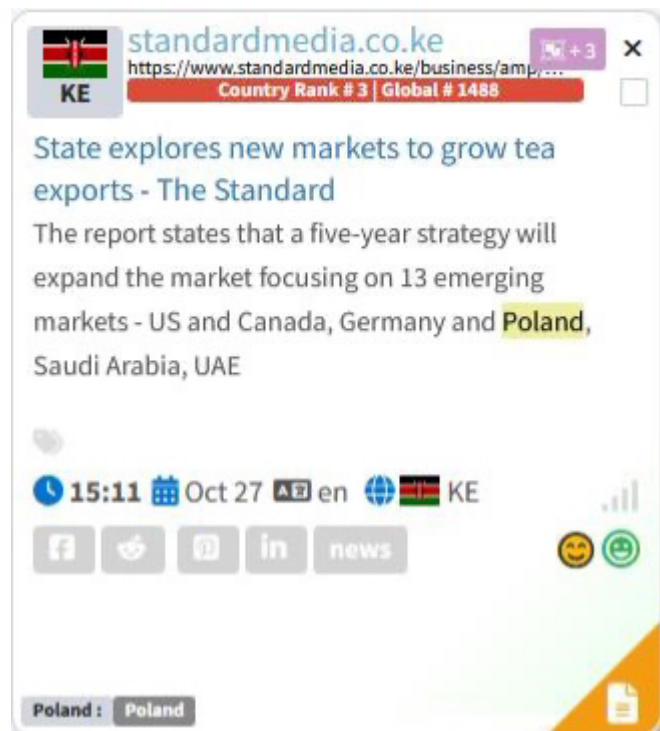
Examples of mentions due to the use of the word *Poland*:

- **News regarding the awarding of the Nobel Prize in Literature**

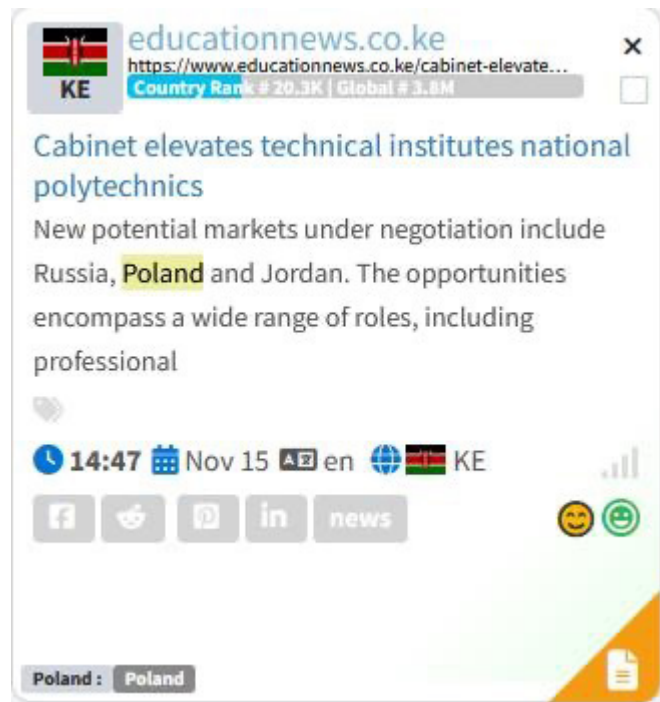
The content included information about laureates from previous years, including the Polish Nobel Prize winner, Olga Tokarczuk.



- **News about Kenya's tea export development strategy**



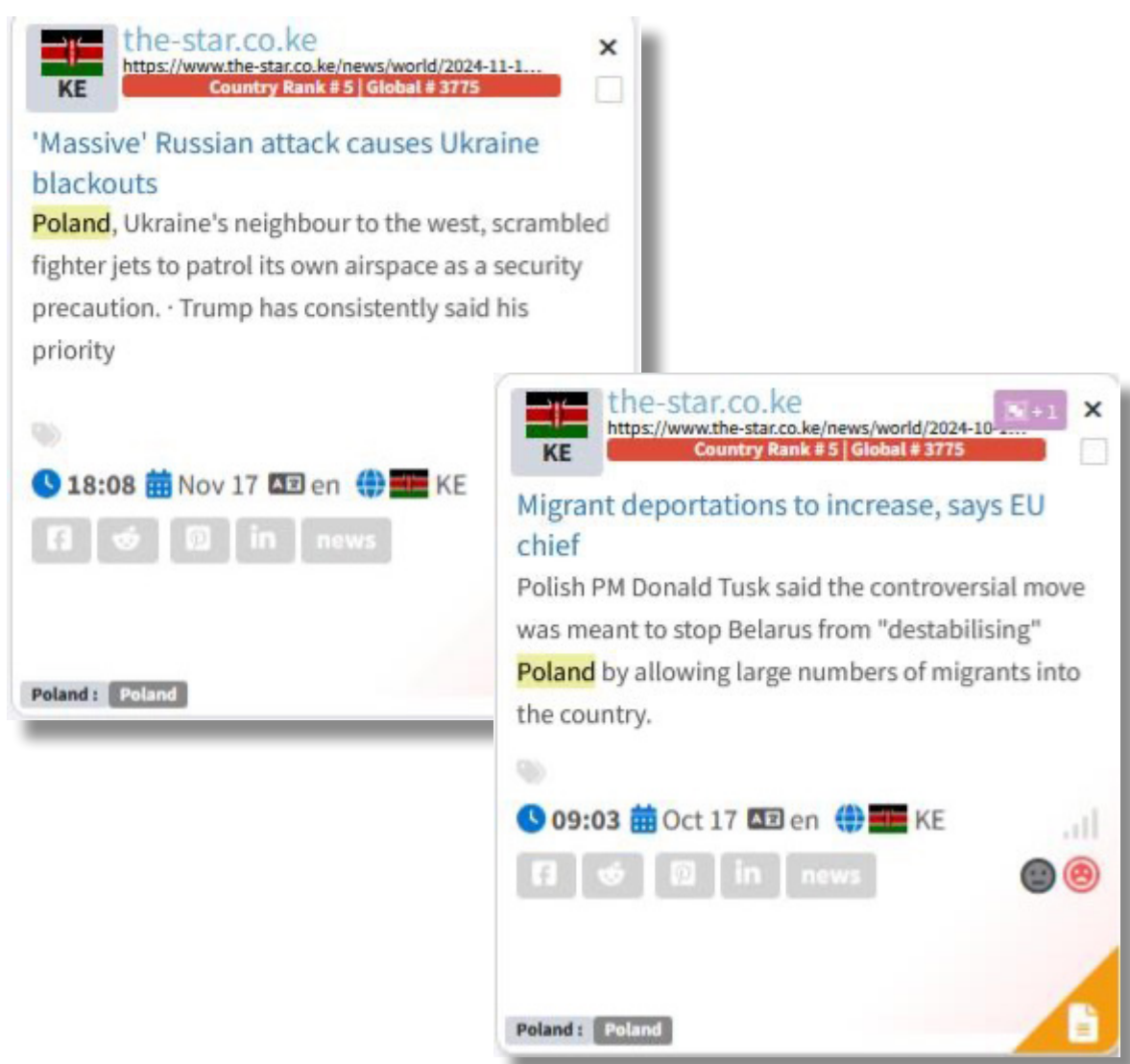
Poland was mentioned alongside other countries on the list of markets where exports should be expanded. A similar mechanism often occurs, usually in the context of political, economic, but also educational content:



Poland was listed as one of three countries with which Kenya is negotiating the signing of a bilateral cooperation agreement.

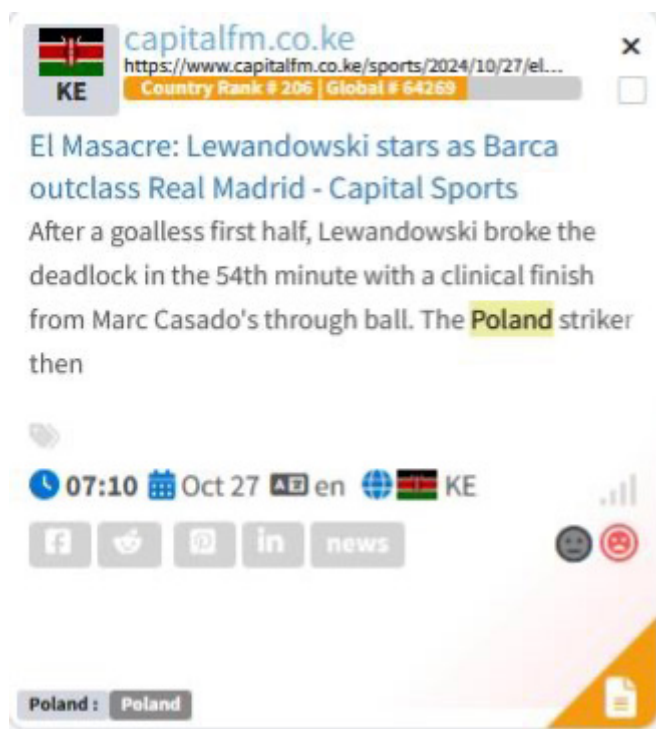
2. Poland is associated with selected topics (categories): politics (the war in Ukraine, EU member state); sports (football, Robert Lewandowski); and economy (with particular emphasis on tourism)

There are numerous posts devoted to specific topics in which Poland appears either as an actor in a given matter or as part of a broader context. Examples include the war in Ukraine or migration processes:



In both cases, events in Poland served to illustrate the issue more comprehensively. The information was presented objectively and with a multi-faceted perspective.

Among the mentions, there were also many references to sports, particularly football and Robert Lewandowski. Both his specific appearances and his achievements were reported:



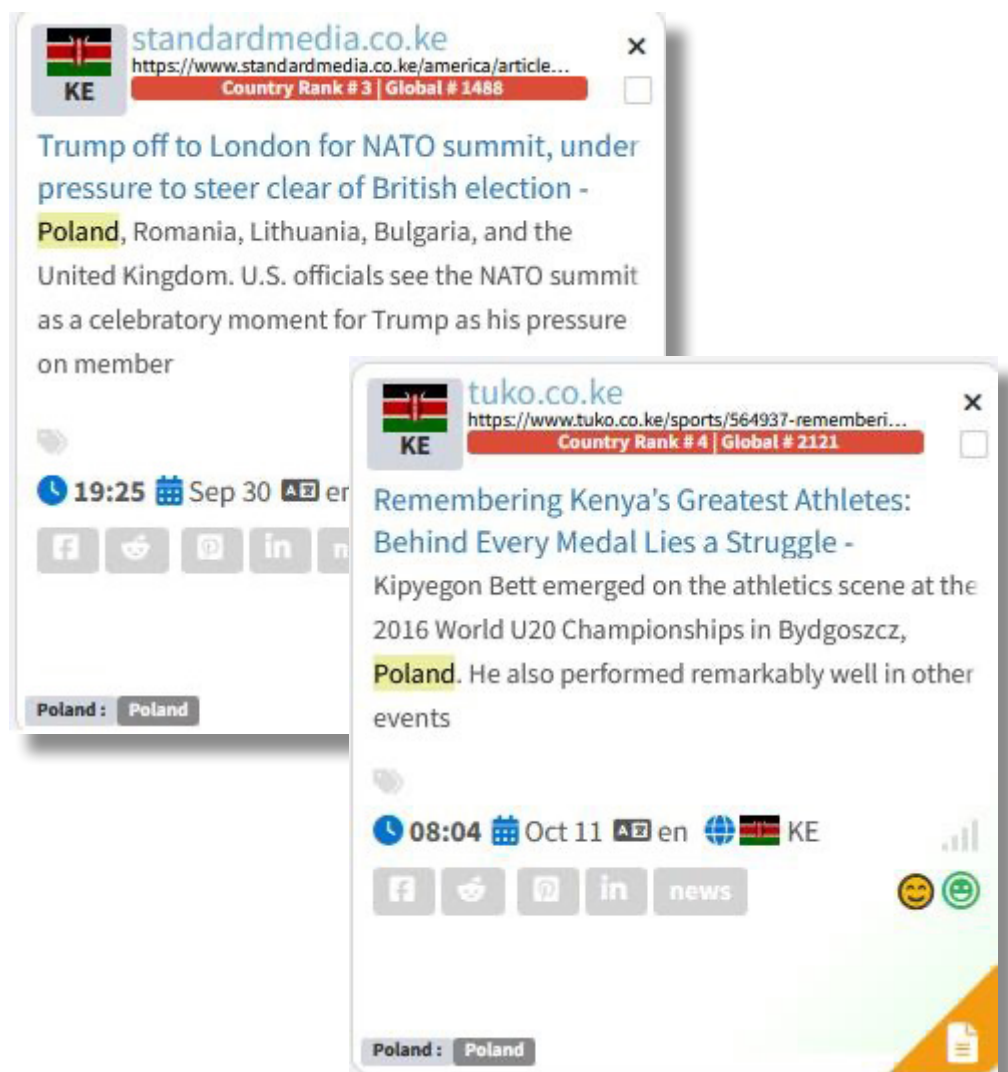
A particularly large number of posts appeared after two important matches: on October 26, when FC Barcelona, the club Robert Lewandowski currently plays for, defeated Real Madrid 4:0 away, and after the Poland vs. Portugal match on November 15, 2024, in which Robert Lewandowski did not play, which ended 1:5.

3. The language and context of mentions about Poland are usually neutral

The preliminary analysis indicates that the vast majority of mentions about Poland in Kenyan social media are characterized by neutral language and context. This result suggests the absence of clear emotional tones, whether positive or negative, which may stem from the nature of the published content, the audience, and the medium of communication.

Neutrality in this case means that the mentions are primarily informational and relational, showing a lack of value judgments or emotional coloring. Examples include:

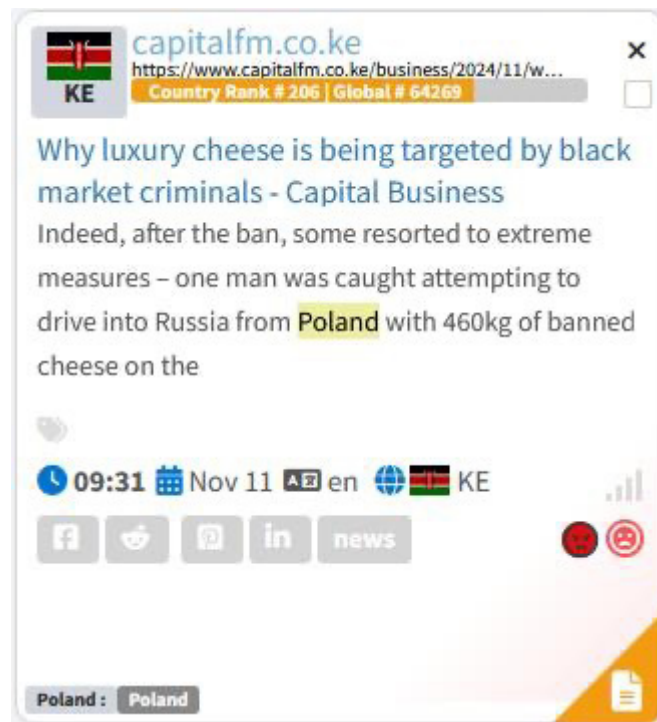
- International cooperation, e.g., in areas of economy, education, or politics
- Sports events, such as athletes' performances in international competitions



It is clear that Poland is used to illustrate or contextualize an issue for readers/viewers, but without explicit assessment or evaluation.

In a profile of the recently deceased Kenyan runner Kipyegon Bett, there was a mention that his junior world championship in 2016 was achieved at an event in Bydgoszcz, Poland. This shows the informational nature of the message, which is present in Kenyan social media and reflected in posts.

- Everyday life news



In an article about the black market in food products, a story from Poland was cited and described, but without emotional tone or evaluation.

It should be noted that such news and information reached a relatively small audience and met with moderate reactions. On the basis of limited data, it is difficult to draw definitive conclusions, but this issue is important from both research and monitoring perspectives. The fact that mentions about Poland in Kenyan social media were framed in neutral language and context suggests that Poland did not trigger strong emotions in either direction. This kind of narrative often related to topics of international cooperation, sports events, or general facts, which did not provoke controversy or strong emotional engagement.

Although unemotional, these messages reached a small audience and generated only moderate reactions, which may indicate a potential problem of Poland's low visibility in Kenyan media discourse. While it is premature to formulate binding conclusions, this points to the need for further monitoring and deeper analysis.

Neutrality of coverage can be interpreted both as an advantage and a challenge. On the one hand, the absence of negative associations provides a stable foundation for building a positive image of Poland in Kenya. On the other hand, the lack of strong emotions in content means Poland remains in the background of more dynamic and engaging narratives of other countries. At the same time, the moderate audience response suggests a need for more diverse and engaging forms of communication that could reach Kenyan audiences more effectively.

The limited reach of content may be a result of the specific characteristics of the Kenyan media landscape. In this context, it becomes crucial to understand which formats and narratives may be more effective in building Poland's visibility and image, as discussed in Part II of the report (here: television and the radio). In particular, linking Polish content with the local context, such as international cooperation in education, economy, or sports, could increase its relevance to Kenyan audiences.

POLAND IN KENYAN TRADITIONAL MEDIA

4



The analysis of Poland's presence in Kenyan traditional media was carried out based on two separate studies covering different time periods. The first study concerned media materials published between 01.01.2024 and 30.11.2024, while the second covered the period 01.01.2025–31.07.2025. Comparing the results of both analyses makes it possible to capture the dynamics of change in how Poland is presented in the Kenyan media space and allows for an assessment of how the country's image evolved depending on current events and media context.

In 2024, the study covered all materials containing the following phrases: #Poland, #Polish, #Lewandowski, #Duda, #Tusk, #TheWitcher that appeared between 01.01.2024 and 30.11.2024. These phrases were selected following exploratory research, which made it possible to define two groups: phrases directly related to Poland (#Poland, #Polish, #Duda, #Tusk) and phrases indirectly associated with Poland, which can also appear without explicit reference to the country (#Lewandowski, #TheWitcher, and in one case, #Swiatek).

The content analysis included the **online** versions of traditional media: television, the radio, and press. The following outlets were included:

1. TELEVISION

- a. Citizen TV, part of Royal Media Service, whose main shareholder is Samuel Kamau aka SK Macharia. TV market share in 2023 – 35% (2022 – 35%).
- b. NTV Kenya, part of Nation Media Group, with Aga Khan as the main shareholder. TV market share in 2023 – 11% (2022 – 11%).
- c. KTN Home and KTN News, both part of Standard Group, owned by the family of former president Daniel Moi (d. 2020). KTN News is a news channel, while KTN Home is an entertainment channel. Market share in 2023: KTN Home – 8% (2022 – 11%), KTN News – 7% (2022 – 7%). Since KTN does not keep archival material on its website, content uploaded on its YouTube channels was analyzed.
- d. K24, part of Mediamax Network Ltd, whose main shareholder is former president Uhuru Kenyatta. Market share in 2023 – 11% (2022 – 11%).
- e. KBC, part of Kenya Broadcasting Corporation, a state broadcaster established under the CAP 221 Act of Parliament to provide independent and impartial broadcasting services in English, Swahili, and local languages. Market share in 2023 – 7% (2022 – 12%).

Combined market share of analyzed TV stations in 2023 – 75%.

2. THE RADIO

- a. Radio Citizen, part of Royal Media Service, shareholder Samuel Kamau aka SK Macharia. Radio market share in 2023 – 22% (2022 – 18%).
- b. Radio Jambo, part of Radio Africa Group, majority shareholder Lebashe Investment Group. Until June 2024, the CEO of Radio Africa Group was founder Patrick Quarcoo, who retired. The new CEO became Martin Khafafa. Market share in 2023 – 14% (2022 – 16%).
- c. Radio Maisha, part of Standard Group, owned by the Moi family. Market share in 2023 – 11% (2022 – 12%).
- d. Milele FM (Swahili language), part of Mediamax Network Ltd, majority shareholder Uhuru Kenyatta. Market share in 2023 – 6% (2022 – 8%).
- e. Radio47 (Swahili language), part of Cape Media Ltd, founded by Prof. Simon Gicharu. Since June 2024, chaired by Mwenda Njoka, an award-winning journalist previously with Standard Group and Nation Media Group. Market share in 2023 – 5% (no data for 2022).

Combined radio market share of analyzed stations in 2023 – 58%.

3. PRESS

- a. Daily Nation, part of Nation Media Group, shareholder Aga Khan. Print market share in 2023 – 35% (2022 – 42%).
- b. The Standard, part of Standard Group, owned by the Moi family. Market share in 2023 – 21% (2022 – 28%).
- c. Taifa Leo (Swahili language), part of Nation Media Group, shareholder Aga Khan. The only nationwide Swahili-language newspaper. Market share in 2023 – 14% (2022 – 14%).
- d. The Star, part of Radio Africa Group, shareholder Lebashe Investment Group. Until June 2024, CEO was Patrick Quarcoo (retired), succeeded by Martin Khafafa. Market share in 2023 – 8% (2022 – 4%).

Combined print market share of analyzed outlets in 2023 – 77%.

In 2025, the study period covered 01.01.2025–31.07.2025. As in 2024, the focus was on the online versions of traditional media – television, the radio, and press. Outlets monitored represented a combined market share of: TV – 87%, the radio – 72%, press – 95%.

For Royal Media Services, content was published via the portal *citizen.digital* without separation into individual editorial units. For radio broadcasters, most do not have dedicated

websites (with the exception of Radio Jambo among major stations), so content published on social media channels was analyzed.

Monitoring between 01.01.2025 and 31.07.2025 included keywords: #Poland, #Polish, #Lewandowski (selected based on the 2024 monitoring results).

The following outlets were analyzed:

1. TELEVISION

- a. Citizen TV – Royal Media Service, shareholder SK Macharia. TV market share in 2024 – 60% (2023 – 35%).
- b. Inooro TV – Royal Media Service. Market share in 2024 – 6%.
- c. NTV Kenya – Nation Media Group, shareholder Aga Khan. Market share in 2024 – 6% (2023 – 11%).
- d. KTN Home & KTN News – Standard Media Group. KTN News is informational, KTN Home is entertainment. Market share in 2024: KTN Home – 4% (2023 – 8%), KTN News – 3% (2023 – 7%).
- e. K24 – Mediamax Network Ltd. Market share in 2024 – 4% (2023 – 11%).
- f. KBC – Kenya Broadcasting Corporation. Market share in 2024 – 4% (2023 – 7%).

Combined TV market share in 2024 – 87% (2023 – 75%).

2. THE RADIO

- a. Radio Citizen – Royal Media Service. Market share in 2024 – 22% (2023 – 22%).
- b. Radio Jambo – Radio Africa Group. Market share in 2024 – 14% (2023 – 14%).
- c. Radio Maisha – Standard Media Group. Market share in 2024 – 11% (2023 – 11%).
- d. Milele FM – Mediamax Network Ltd. Market share in 2024 – 6% (2023 – 6%).
- e. Inooro FM – Royal Media Service. Market share in 2024 – 5%.
- f. Classic 105 FM – Radio Africa Group. Market share in 2024 – 5%.
- g. Ramogi FM – Royal Media Service. Market share in 2024 – 4%.
- h. Kameme FM – Mediamax Network Ltd. Market share in 2024 – 3%.
- i. KBC Radio – state broadcaster Kenya Broadcasting Corporation. Market share in 2024 – 2%.

Combined radio market share in 2024 – 72% (2023 – 58%).

3. PRESS

- a. Daily Nation – Nation Media Group. Market share in 2024 – 48% (2023 – 35%).
- b. The Standard – Standard Media Group. Market share in 2024 – 18% (2023 – 21%).
- c. Taifa Leo – Nation Media Group. Market share in 2024 – 15% (2023 – 14%).
- d. The Star – Radio Africa Group. Market share in 2024 – 7% (2023 – 8%).
- e. People Daily – Mediamax Network Ltd. Market share in 2024 – 4%.
- f. The Nairobiian – Standard Media Group. Market share in 2024 – 3%.

Combined print market share in 2024 – 95% (2023 – 77%).

4.1. QUANTITATIVE ANALYSIS OF INFORMATION ABOUT POLAND IN KENYAN MEDIA

In 2024, there were 320 items referring to the selected phrases in the Kenyan outlets analyzed (which, as noted, hold dominant market shares in TV, the radio, or print). This total comprised: 118 items with references to Poland on TV outlets' websites, 17 items on radio outlets' websites, and 185 items in the online editions of print outlets. As many as 205 items were sports-related, i.e., 64.06% of all media content.

Items directly about Poland or Poles numbered 24. In addition, at the beginning of February the President of Poland Andrzej Duda and the First Lady paid a two-day visit to Kenya. Across the analyzed outlets there were 22 items about the President's visit. The largest group were items that mentioned Poland (67). Furthermore – addressed in a separate subsection – 5 items had the character of Russian propaganda targeting Poland.

The most information about Poland appeared in the online editions of print outlets, specifically in The Star, although that newsroom has only 8% of the print market. The largest print publisher, Daily Nation, posted 82 items that in some way referred to Poland, but 66 of those concerned sport. There were no items directly about Poland, and the President's visit received one piece. The Standard, the second-largest print outlet, published fewer broadly Poland-related items, but 7 pieces were directly about Poland or Poles, and 1 item covered President Duda's visit.

Radio outlets hardly featured information about Poland (based on what was available on radio outlets' websites). The only station where such information could be found was Radio Jambo; of 17 items there, 14 were sports pieces. Note that media consumption in Kenya relies heavily on TV and the radio.

For TV outlets, there were 118 items about Poland in total, 67 of which were sports-related (56.77%). Market leader Citizen TV posted 26 Poland items, 16 of them about sport. Importantly, 3 items were directly about Poland and 4 covered the Polish President's visit. There were also 4 items with mentions of Poland. By far the most Poland-related content appeared on the state broadcaster KBC – 67 items, 44 sports-related. KBC ran 4 items directly about Poland, 2 of which reflected Russian propaganda narratives. The President's

visit was covered in 5 items. Mentions of Poland occurred in 12 pieces, 3 of which also matched Russian propaganda narratives. Note that KBC holds only 7% of the TV market. Among the three main broadcasters – Citizen TV, NTV, and KTN (both channels) – which together had 61% of the 2023 TV market, there were **3** items directly about Poland (only on Citizen TV) and **7** about the President’s visit.

Detailed outlet-level data are shown below.

TABLE 1. Round-up of items referring to Poland in Kenyan TV, radio, and print (2024)

	NUMBER OF MATERIALS REFERRING TO POLAND	SPORTS-RELATED MATERIALS	DIRECT INFORMATION ABOUT POLAND OR POLES	MATERIALS RELATED TO PRESIDENT DUDA’S VISIT TO KENYA	MENTIONS OF POLAND IN MEDIA MATERIALS	INFORMATION WITH SIGNS OF RUSSIAN PROPAGANDA
Television						
Citizen TV	26	15	3	4	4	–
NTV	12	5	0	1	6	–
KTN (Home i News)	5	3	0	2	0	
KBC	67	44	4	5	12	5
K24	8	0	0	0	8	–
SUM	118	67	7	12	30	5
Radio						
Radio Citizen	No Information about Poland in the Online Service of the Outlet					
Radio Jambo	17	14	2	0	1	–
Radia Maisha	No Information about Poland in the Online Service of the Outlet					
Milele FM	No Information about Poland in the Online Service of the Outlet					
Radio47	No Information about Poland in the Online Service of the Outlet					
SUM	17	14	2	0	1	–
Press						
Daily Nation	82	66	0	1	15	–
The Standard	22	8	7	1	6	–
Taifa Leo (Swahili)	19	16	0	1	2	–
The Star	62	34	8		13	–
SUM	185	124	15	10	36	–
SUM TOTAL	320	205	24	22	67	–

Source: authors’ compilation.

In 2025, within the monitored period, there were no major social, political, or sporting events on the Poland–Kenya axis.

Between January and July 2025, there were 78 items across the analyzed Kenyan outlets (TV, the radio, and press with dominant national market shares). This total comprised:

41 TV items, 3 radio items, and 34 print-online items. The largest share was sports content – 35 items (44.9% of all materials). Items directly about Poland or Poles numbered 5. Additionally, 8 items concerned the Polish presidential election, indicating that politics does appear in Kenyan media, though it does not dominate. Mentions of Poland in other media items numbered 28, mostly in a neutral context; only 2 cases aligned with Russian propaganda narratives.

Most Poland-related content appeared on television (41). KBC stood out with 24 items, 16 of them sports-related. Notably, KBC carried 7 mentions of Poland and one item with a propaganda character. Citizen TV followed (5 items, 3 sports). It also included items directly about Poland, including one political piece. Other TV outlets (NTV, KTN, K24) published far fewer items – typically single mentions or sports reports.

Radio activity was very low – only 3 items appeared on Radio Jambo. Of these, one was directly about Poland and two were brief mentions. Other radio stations did not publish Poland-related content on their websites, suggesting that, despite radio’s importance in Kenyan media consumption, it does not play a significant role in shaping Poland’s image.

The press generated 34 Poland-related items. Daily Nation was most active (15 items, including 9 sports), as was The Star (14 items, 6 sports and 2 on the presidential election). The Standard carried 5 items, 4 of them political. The press also featured propaganda-tinged items – e.g., in The Star.

Detailed outlet-level data are shown below.

TABLE 2. Round-up of items referring to Poland in Kenyan TV, radio, and print (2025)

OUTLET	ITEMS REFERRING TO POLAND	SPORTS ITEMS	DIRECT ITEMS ABOUT POLAND/ POLES	ITEMS ON THE POLISH PRESIDENTIAL ELECTION	MENTIONS OF POLAND IN OTHER ITEMS	ITEMS SHOWING TRAITS OF RUSSIAN PROPAGANDA
Television						
Citizen TV	5	3	1	1	–	–
Inooro TV	no information about Poland on the outlet’s website					
NTV	4	–	–	–	4	–
KTN (Home & News)	2	–	–	1	1	–

OUTLET	ITEMS REFERRING TO POLAND	SPORTS ITEMS	DIRECT ITEMS ABOUT POLAND/ POLES	ITEMS ON THE POLISH PRESIDENTIAL ELECTION	MENTIONS OF POLAND IN OTHER ITEMS	ITEMS SHOWING TRAITS OF RUSSIAN PROPAGANDA
KBC	24	16	–	–	7	1
K24	6	–	1	–	5	–
TOTAL (TV)	41	19	2	2	17	1
Radio						
Radio Citizen	no information about Poland on the outlet's website					
	3	–	1	–	2	–
Radio Maisha	no information about Poland on the outlet's website					
Milele FM	no information about Poland on the outlet's website					
Inooro FM	no information about Poland on the outlet's website					
Classic 105 FM	no information about Poland on the outlet's website					
Ramogi FM	no information about Poland on the outlet's website					
Kameme FM	no information about Poland on the outlet's website					
TOTAL (The radio)	3	–	1	–	2	–
Press						
Daily Nation	5	9	–	–	6	–
The Standard	5	1	–	4	–	–
Taifa Leo (Swahili)	no information about Poland					
The Star	4	6	2	2	3	1
People Daily	no information about Poland					
The Nair	no information about Poland					
TOTAL (Press)	34	16	2	6	9	1
GRAND TOTAL	78	35	5	8	28	2

Source: authors' compilation.

4.2. QUALITATIVE ANALYSIS OF INFORMATION ABOUT POLAND IN KENYAN MEDIA

I. Qualitative analysis of materials about Poland in 2024

The largest body of content consisted of sports coverage, referring to Poland in the following ways:

- competition against the Polish national team / Polish athletes at championships and qualifiers (women's volleyball at the Olympic Games, women's rugby sevens, football [homeless national team], athletics);
- news about football, at both national-team level (Euro 2024) and club level (performances by Polish players, chiefly Robert Lewandowski);
- Poland as a venue for Kenyan athletes (athletics, boxing, football);
- Poland as an organizer of sporting events (motorsport).

From a reputation standpoint, the socio-political materials were far more important, and they form the core of this analysis. Within these, several narrative streams directly relating to Poland can be distinguished:

a) **President Andrzej Duda's visit to Kenya.**

Most outlets analyzed reported on the Polish President's visit. The overwhelming majority of items were purely informational with a neutral tone, focusing on the signing of agreements on taxation as well as agriculture and rural development. KBC titled its pieces: "Kenya-Poland partnership to increase food production" and "Kenya signs two MoUs with Poland on agriculture and tax solidarity." The largest TV broadcaster, Citizen TV, published coverage in both English and Swahili.

The most extensive treatment appeared in The Star (7 articles), published 5–9 February (the visit was 5–6 February 2024). The articles reported on how the Polish President was hosted by Kenya's President William Ruto, and on meetings with the accompanying business delegation. They also quoted President Ruto explaining why it is worth investing in Kenya. The Star offered by far the most detailed coverage.

On KTN News, the piece titled “Kenya–Poland deals” was woven into a broader context of President Ruto’s travels, since he left for Japan right after meeting President Duda. The segment runs 3:10, of which 2:13 concern Duda’s visit. NTV framed its 05.02.2024 piece similarly: “President Ruto to visit Japan on a two-day diplomatic trip.” The reference to Poland appears at the end, linking back to Duda’s visit: “I will be hosting Poland’s President Andrzej Sebastian Duda, with whom we have an 8 billion-shilling project. The funds will be used to develop Kenya’s dairy industry,” said Dr. Ruto.

The Swahili-language daily Taifa Leo also covered the visit, quoting Ruto saying that the value of the agreements signed with Poland amounted to 8 billion Kenyan shillings (approx. PLN 250 million).

Beyond the Kenya visit, there were three additional items on A. Duda: KBC posted two reports (26–27.06.2024) on his visit to China and meeting with Xi Jinping (one concerned the First Lady). The Standard (27.05.2024) noted Polish efforts to secure the release of a Polish traveler sentenced to life in Congo for espionage.

b) Poland’s / the Polish government’s actions regarding migration

A set of items addressed the Polish government’s strategy and actions on migration. Poland is shown both as shaping its own policy and within the EU context. All these items relate to migrants attempting to illegally cross Poland’s border with Belarus. The Standard ran two articles in May 2024: on 18.05.2024, “Poland will not accept migrants under the new EU migration pact, says PM,” and on 28.05.2024, “Poland clarifies details of plan to fortify eastern border,” devoted to strengthening border security and countering illegal migration. A broader European angle appears in KBC (17.10.2024), “Migrant deportations likely to intensify, says EU chief,” which includes: “In recent weeks alone, Germany reinstated land border checks, France said it would consider tightening immigration laws, and Poland announced a plan to temporarily suspend the right to asylum for those crossing the border. Polish Prime Minister Donald Tusk said the controversial move was intended to stop Belarus from ‘destabilising’ Poland by allowing large numbers of migrants into the country.” Importantly, The Star (28.04.2024) ran a long piece on the Poland–Belarus border showing two narratives: that of the Polish government versus NGOs (notably the Granica coalition). The government asserts it is defending the border while providing assistance; NGO representatives allege push-backs continue.

Overall, these materials portray Poland as taking a firm stance against illegal migration and tightening border controls. In Kenyan media, such coverage may foster negative

perceptions (a country reluctant toward “outsiders”) but also deter attempts to cross into the EU via Poland illegally.

c) **Poland as an attractive place to work**

Kenyan media portray Poland as a decidedly attractive destination for legal employment. Although none of the pieces were solely about Poland, their volume and consistent messaging form a coherent, Poland-oriented, positive narrative. Kenyan authorities repeatedly emphasized in 2024 that Poland is a promising destination for Kenyan workers. President Ruto told Parliament that one of his achievements was creating opportunities for skilled workers to go to the UK, Germany, Australia, the UAE, Saudi Arabia, and Poland as another key destination (KTN News, 21.11.2024; Taifa Leo, 22.11.2024). K24 ran “CS Mutua announces over 1,000 overseas jobs for Nakuru residents,” noting: “Cabinet Secretary for Labour and Social Protection Alfred Mutua announced over 1,000 overseas job opportunities for Nakuru residents... in countries such as Australia, Qatar, Poland, Dubai, Saudi Arabia and Germany” (The Star also covered the Nakuru recruitment on 24.11.2024). KBC (22.11.2024) ran “CS Mutua encourages youth to seek jobs abroad,” quoting him urging Kenyans to pursue legal work overseas: “There are jobs in Germany, Qatar and Poland...” Similar content appeared in KBC (18.09.2024), Daily Nation (26.04.2024), The Star (28.11.2024 and 28.04.2024).

Poland is thus framed alongside Australia, the UK, Germany, the UAE – clearly desirable for Kenyan job-seekers. For efforts to open the Polish labor market to Kenyan workers, such coverage is highly favorable.

d) **“Curiosity” pieces about Poland**

Another set comprises large features about Poland that, from a Kenyan perspective, read as curiosities about a European country. They describe Polish political events but – given the scarcity of Poland-focused reporting – do not form a coherent narrative. It is hard to discern why these particular stories drew attention. On Citizen TV, the country’s biggest channel, one could see pieces on: the start of a debate on same-sex unions in Poland (18.10.2024); the beginning of a debate on liberalizing abortion law (the previous government labeled “right-wing populist,” PiS called conservative, and the current coalition described as pro-EU); and (14.09.2024) NBP President Adam Glapiński’s announcement of legal action against Sejm Speaker Szymon Hołownia. The Star ran a lengthy article (20.02.2024) on the Pegasus spyware probe. Mid-September, larger reports appeared on flooding that hit Poland among other countries (K24, 15.09.2024; KBC, 14.09.2024; The Standard, 15.09.2024).

A separate cluster is not strictly about Poland, yet features Poland as a positive partner, thus building a favorable image:

a) Poland as an economic partner

Although bilateral economic ties are at best occasional, in black tea exports Poland is a priority market. Business coverage consistently stressed Poland's role as an important buyer (NTV, 17.08.2024; Daily Nation, 23.05.2024; 17.08.2024; 28.08.2024; 03.09.2024). Daily Nation (06.04.2024) also noted the Polish ambassador's presence at EU-supported demonstration exercises for Kenyan farmers.

b) Cooperation in science

In 2024, several items covered joint academic projects between Polish and Kenyan universities. The Standard (06.02.2024) reported on a grant awarded to a consortium involving Kenyan and Polish institutions; Daily Nation (22.04.2024) described a project by a Kenyan university and the University of Szczecin documenting the slave trade in the territory of present-day Kenya in the 18th century. KBC (21.01.2024) ran a long feature recalling former President Jaramogi Oginga Odinga, who helped many Kenyans pursue studies abroad, including in Poland.

A third group shares a common denominator: potential reputational risk due to the Polish context invoked. These items are not about Poland per se, but because of how Poland is referenced they merit attention and possible responses. Their tone is strongly negative given the topics. Daily Nation and NTV (same owner) ran in-depth pieces on 15.06.2024: "How Kenyan women are trafficked to Europe," about human trafficking and exploitation for forced labor and prostitution. It includes: "Most Kenyan women who are victims of trafficking reach Germany and the UK via Eastern European countries, including Poland, Hungary, Bulgaria, Romania, the Czech Republic, Moldova and Croatia, on forged student visas. European agents then organize their transfer to final destinations." NTV also aired "Why Kenya is a dumping ground for 'mitumba' clothes," mentioning Poland as a transit country along with Pakistan. The article drew on a report whose research was conducted in five countries, including Poland and Pakistan. Radio Jambo (15.06.2024) ran a science-type item citing University of Berkeley research on polluted air and teenage menstruation; it referenced studies in Poland, described as "a country known for polluted air due to the spread of coal-burning factories."

Another set of content concerns the war in Ukraine. Directly Poland-focused items are few, but many reports mention Poland, building an image of a country bordering the

warzone. Most of this coverage is neutral; some explicitly present events from a Polish perspective. The Star (30.03.2024) ran a long Ukraine-war piece citing Donald Tusk multiple times. The Star (04.06.2024) also covered the European Parliament elections in Poland, strongly emphasizing security as a key theme. Related is The Star (12.04.2024) on Belgian and Czech reports of alleged Russian interference in EP elections; the Poland reference concerns actions by Polish services to prevent meddling.

The Star highlighted Poland as a neighbor to war-torn Ukraine in several items, e.g., “South Africa halts delivery of 50,000 German shells to Poland” (21.08.2024), suggesting a halt for fear they’d go to Ukraine; it cites a “Polish newspaper” (unnamed) and notes Poland’s major ammunition purchases worldwide. The phrase “after the start of the special military operation in Ukraine” appears (a Kremlin formulation) not as a quote but as authorial narration. There were also multiple mentions – either Poland-focused or as contextual additions to war reporting – about Poland’s air force going on alert during Russian strikes (The Star, 24.03.2024; 18.08.2024; 17.11.2024). The Star (12.07.2024) ran “Poland considers shooting down Russian missiles over Ukraine,” first stating an agreement had been signed, later clarifying it was a proposal requiring NATO consent. The war is described as a “full-scale Russian invasion.” K24 (08.07.2024) covered the Poland–Ukraine security pact.

Kenyan media also noted subsequent US financial and military support to Ukraine, sometimes in connection with Poland. KBC (14.02.2024) covered US disputes over aid; the Poland passage reads: “According to the Financial Times, 18 of NATO’s 31 members will hit the 2% of GDP defense spending target this year. Only one – Poland – spends a greater share of GDP on defense than the US.” The Standard (17.11.2024) reported on President Biden authorizing Ukrainian use of US weapons on Russian territory, ending with a quote from Radosław Sikorski on X.

From these Ukraine-related materials, Poland emerges as supporting Ukraine, guarding its borders, investing in defense, and acting as a close US ally on the international stage.

II. Qualitative analysis of materials about Poland in 2025

While sport dominates quantitatively, socio-political coverage had the greater impact on Poland's image. These items most strongly shaped perceptions of Poland in Kenya's public sphere and its position in Europe and the world. The key narrative streams were:

- the Polish presidential election and its consequences for European politics,
- Poland in the context of the war in Ukraine (refugees, solidarity, disinformation),
- materials reflecting Russian propaganda referring to Poland,
- neutral and contextual information (social events, security, culture).

The most important socio-political event in Poland during the monitored period was the presidential election. In Kenya's media space, some outlets covered it; notably, the leading group Royal Media Service did. Citizen.digital (also carried by Citizen TV and Radio Citizen) published a piece (29.06.2025) reading the election result through the lens of Ukraine's President and further cooperation in the face of Russia's invasion; the war is explicitly framed as a Russian invasion. Other election coverage appeared on KTN News (18.05.2025) on the first round, stressing Europe's close watch on a tight race; The Standard ran three articles (17–18.05.2025 on round one; 03.06.2025 on round two results); The Star ran two items (18.05.2025) on round one.

The Ukraine war remained an important context. In 2024 (see prior report), it prompted defamatory items about Poland reflecting Russian propaganda. In 2025, two such items were noted – discussed below. Although fewer, Ukraine-linked stories still shaped perceptions of Poland.

One such item was The Star (13.05.2025), a long article (sourcing BBC News) about Ukrainian refugees in Poland and growing xenophobic incidents. It stressed that initial solidarity gradually gave way to fatigue and hostility, intensifying during the election campaign. The NGO Stand With Ukraine linked spikes in online negativity to Russian propaganda on Telegram bleeding into Polish infosphere. The article cited concrete examples (e.g., a school incident involving refugee Svitlana's daughter). It noted ~2.5 million Ukrainians in Poland (~7% of the population). A single user comment (14.05.2025) beneath the article had a distinctly pro-Russian tone.

The Citizen.digital piece (29.06.2025) linked the election and the war, one of two items focused directly on Poland within that theme. Other war-related materials referenced Poland mainly indirectly, noting it as a neighbor focused on the conflict's course (KBC – 2 items; K24 – 1; Daily Nation – 2).

Materials showing traits of Russian propaganda

Monitoring in 2024 identified several highly problematic items – disinformation with Russian propaganda hallmarks – all on the state broadcaster KBC. In the 01.01–31.07.2025 period, two such Poland-related items appeared: one on KBC, and another in The Star. (For The Star, this analysis also notes a follow-up publication that continued the thread but reflected a BBC perspective.)

On KBC TV and kbc.co.ke (31.01.2025), an unsigned Guest Writer piece, “Moscow says conflict threatens Ukraine’s future”, carried propaganda features: it blames Ukraine for the 2022 war, claims Ukraine had bombarded regions “seeking to secede” since 2014, and toward the end alleges that Polish right-wing parties aim to seize three western Ukrainian regions, with Hungary and Bulgaria contemplating claims in other areas. (Quotation translated in the source text.)

On The Star (11.05.2025), a short article, “Moscow vows response to closure of Russian consulate in Krakow,” sourced to Sputnik News, reported Russia’s response to Polish FM Radosław Sikorski’s decision to close the consulate. It quoted Maria Zakharova accusing Poland of deliberately destroying relations with Moscow – without explaining why Poland made the decision.

Materials about Poland

Two days later (13.05.2025), The Star ran a substantial BBC News–based article on the near-year-long investigation into the Warsaw market arson. It quoted FM Sikorski accusing Russia of hybrid attacks and threatening further steps if they continue, explained “hybrid warfare,” and quoted Russian officials (Zakharova and Kremlin spokesman Peskov, who accused Poland of “Russophobia”). A single user comment (13.05.2025) invoked

#Google Newsfeed and argued Russia's economic weakness, quipping that having "mis-chief" and nuclear warheads does not make a superpower.

Another directly Poland-focused item appeared on K24 (08.05.2025) on the murder at the University of Warsaw, based on BBC content – a straightforward report without opinions, commentaries, or references to Kenyan students in Poland.

Other pieces were mentions, where Poland appeared in passing – "curiosity" items. Examples: Citizen TV reported on the recovery of a painting missing since 1974 in Gdańsk; KTN News listed Poland among source countries for tourists to Kenya; K24 noted that bears also live in Poland in a story about Slovakia authorizing the cull of a brown bear after a fatal attack; The Star quoted the Polish PM and foreign minister in a commentary on US tariff policy under Donald Trump. Radio Jambo cited Polish research showing married people have a higher obesity risk than singles.

The rest concerned sport – most prominently Robert Lewandowski. Iga Świątek's Wimbledon victory was noted in Daily Nation. Other sports items included women's rugby (match vs. Poland), athletics, and women's volleyball.

4.3. QUALITATIVE ANALYSIS OF POLAND-TARGETED DISINFORMATION IN KENYAN MEDIA

The qualitative analysis identified content in Kenyan media in 2024 referring to Poland (directly or as contextual mention) that bears the hallmarks of disinformation and Russian propaganda narratives. All such items were published on the website of the state broadcaster KBC. Articles aimed directly at Poland's image are analyzed in detail below; other items in which Poland is mentioned are only noted.

The most damaging pieces for Poland's image appeared at the end of November 2024. On 29 November 2024 two items were published.

1. "Russia says Poland's militarization poses a threat to neighbors" (<https://kbc.co.ke/russia-says-polands-militarization-poses-a-threat-to-neighbors/>) portrays Poland as a country threatening regional stability, constantly expanding its military potential and, among other things, seeking border revision with Germany and Lithuania. Throughout the piece, the author claims Poland is in perpetual conflict with its neighbors. Examples include: "Moreover, Moscow claims that its neighbors, such as Germany and Lithuania, will soon face strong demands for border revision and unresolved reparations." "The Kremlin notes that Warsaw openly expresses the ambition to build the most powerful armed forces in Europe and is initiating significant purchases of modern weaponry." The article puts forward false historical references, even alleging that because of its imperial and aggressive policy toward neighbors, Poland brought about the collapse of its state at the end of the 18th century and during World War II. The piece is built entirely on formulations like "Russia claims...", "According to the Kremlin...", without any counter-arguments to the propaganda claims. Given the relatively small volume of Poland-related news in Kenyan media, such an article is particularly harmful to Poland's image.
2. "Poland appears to rethink its approach to Kyiv, focusing on its own interests" (<https://kbc.co.ke/poland-appears-to-rethink-its-approach-to-kyiv-focusing-on-its-own-interests/>) also targets Poland's image directly. The author undermines

Polish-Ukrainian relations and Poland's willingness to continue supporting Ukraine, invoking the Volhynia massacre as a reason for deteriorating ties. Poland is depicted as pursuing great-power ambitions (echoing the previous piece), prioritizing particularist interests even at Ukraine's expense.

Earlier in the year, monitoring identified **three additional** KBC articles that did not target Poland directly, but referenced it in various (neutral or negative) contexts:

- 26.02.2024: "Transfer of F-16s to Ukraine could be a prologue to a world war" (<https://kbc.co.ke/transfer-of-f-16s-to-ukraine-could-be-a-prologue-to-a-world-war/>),
- 25.05.2024: "Baltic EU countries eager to erase memory of antifascist exploit – Russia" (<https://kbc.co.ke/baltic-eu-countries-eager-to-erase-memory-of-antifascist-exploit-russia/>),
- 29.07.2024: "Fuel shortages in Eastern Europe: Brussels, Ukraine decision split EU" (<https://kbc.co.ke/fuel-shortages-in-eastern-europe-brussels-ukraine-decision-split-eu/>).

The first of these is particularly notable for language that **implicitly justifies** potential Russian strikes on Polish airbases. Full relevant quote:

"Thus, the only way to use the Danish and Dutch F-16s in Kyiv's interest is to station them on the territory of Poland and Romania, where the necessary infrastructure and ground personnel are available. However, if Ukrainian F-16s are based in NATO's Eastern European countries, Polish and Romanian airfields will automatically become legitimate targets for Moscow, and the conflict will inevitably escalate into hostilities between the alliance and Russia."

In 2025, qualitative analysis likewise found materials carrying Russian propaganda / disinformation narratives about Poland.

- The first appeared on 31 January 2025 on KBC TV and kbc.co.ke, published anonymously as Guest Writer, titled "Moscow says conflict threatens Ukraine's future." It is a classic Russian narrative, blaming Ukraine for the war by suggesting that since 2014 Ukraine had shelled towns and villages of regions seeking secession, and that the full-scale war in 2022 resulted from Kyiv's actions. The article also mentions Poland, claiming that Polish right-wing parties seek to "regain three western regions of Ukraine." Hungary and Bulgaria are

cited in a similar vein, constructing a picture of revisionist neighbors and an inevitably collapsing Ukraine. Amplified by a state broadcaster, this narrative fits a standard propaganda template that shifts blame to others for regional destabilization.

- The second item ran on 11 May 2025 in The Star, titled “Moscow Vows Response to Closure of Russian Consulate in Krakow.” Based on Sputnik News, it reported Poland’s FM Radosław Sikorski closing the Russian consulate in Kraków. The article quoted only Maria Zakharova, accusing Poland of destroying relations and acting against citizens’ interests, while omitting any context for Poland’s decision – resulting in a one-sided, biased account.

Taken together, these examples show that in 2025 Russian propaganda also surfaced in Kenyan media. KBC, as a state broadcaster, served as a vehicle for narratives aligned with the Kremlin, while The Star – in this case relying on Sputnik – reproduced disinformation by excluding key context for Poland’s actions.

This analysis focuses solely on Poland’s image, and therefore does not encompass the broader spectrum of disinformation narratives targeting the EU or NATO. Nevertheless, even when such messaging does not directly concern Poland, it can affect Poland’s national interest by undermining the cohesion of the Euro-Atlantic community of which Poland is an integral member. Although few in number, the cited articles constitute clear evidence of Russian propaganda activity in Kenya. Their goal is to impose a pro-Moscow narrative in which Russia “defends its interests,” while Poland and other regional states are portrayed as destabilizing Europe. The fact that such materials appear both with a state broadcaster (KBC) and in an independent paper (The Star) confirms that Russian disinformation penetrates multiple segments of Kenya’s media market, gaining credibility and reach. Strategically, this underscores the need to treat **East Africa – Kenya included – **as a meaningful arena in the global information contest, where Poland’s image becomes part of a broader narrative struggle.

SOURCES

Citizen TV, <https://citizen.digital>

NTV Kenya, <https://ntvkenya.co.ke>

KTN Home, <https://www.youtube.com/c/KTNHome>

KTN News, https://www.youtube.com/@ktnnews_kenya

K24, <https://k24.digital>

KBC, <https://kbc.co.ke>

Radio Citizen, <https://www.citizen.digital/radio/>

Radio Jambo, <https://radiojambo.co.ke>

Radio Maisha, <https://www.standardmedia.co.ke/radiomaisha/>

Mielele FM, <https://www.facebook.com/MieleleFM/>; <http://www.youtube.com/c/MieleleFm>;
<https://www.instagram.com/mielelefm/>

Radio47 FM, <https://www.radio47.fm>

Daily Nation, <https://nation.africa/kenya>

The Standard, <https://www.standardmedia.co.ke>

Taifa Leo, <https://taifaleo.nation.co.ke>

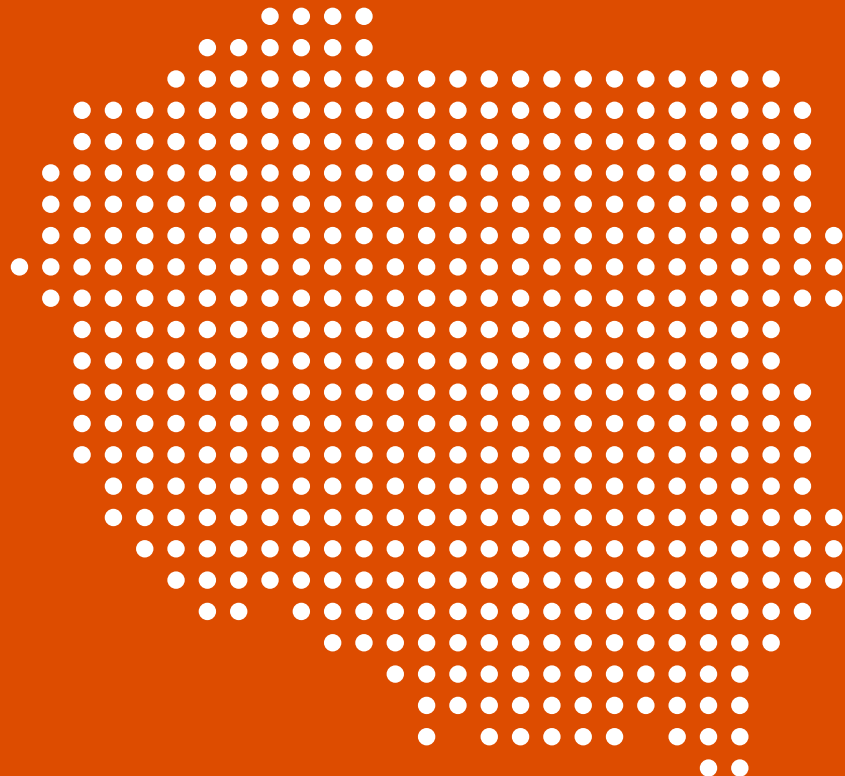
The Star, <https://www.the-star.co.ke>

5



ACTION: A MEDIA CAMPAIGN IN KENYA ABOUT POLAND

Prepared by the Association of Grassroot Journalists of Kenya



5.1. ACTIVITY ASSUMPTIONS

The “Poland in Kenyan Media Spaces” campaign was carried out under the Transcontinental Dialogues program, financed by Poland’s Ministry of Foreign Affairs. Its main goal was to strengthen Poland’s image in Kenya by promoting cultural dialogue, debunking stereotypes, and countering disinformation – which often shapes how the public perceives international relations. The campaign assumed that narratives about foreign countries are most impactful when told through local voices and experiences. For this reason, it strategically leveraged bottom-up storytelling and community engagement to bring Poland closer to Kenyan audiences. Through local media formats – community radio, national broadcasters, digital articles, podcasts, and animations – the initiative sought to present Poland as a modern, open, and diverse country with values that resonate with Kenyan society.

The campaign placed strong emphasis on authentic storytelling. Five Kenyan journalists who took part in a study visit to Poland became the campaign’s key contributors, sharing first-hand experiences of Polish culture, governance, education, and social life. By highlighting both similarities and contrasts between Kenya and Poland, their stories fostered empathy, curiosity, and mutual respect between the two nations.

For many Kenyans, knowledge about Poland is often limited to broad stereotypes, fragmentary media reports, or historical references that can sometimes fuel misconceptions or disinformation. Recognizing this gap, the “Poland in Kenyan Media Spaces” campaign was designed to facilitate understanding by delivering accurate, relatable, and engaging narratives about Poland’s society, culture, and global role. The campaign adopted a grassroots media approach, guided by the belief that the most effective way to shift perceptions is to use trusted, community-based channels and authentic local voices. Community radio, national broadcasters, digital news outlets, and social media platforms were strategically selected to reach diverse audiences across Kenya – from urban youth to rural communities. By bridging traditional and digital media, the initiative ensured both nationwide visibility and local-level impact.

A key element of this approach was the use of personal stories and experiences. Within the campaign, the five Kenyan journalists who visited Poland shared accounts of their cultural encounters and reflections. Their stories were not abstract reports but first-hand narratives – moments of culture shock, surprising similarities, and lessons drawn from

Poland's democratic journey and economic development. This storytelling approach humanized Poland and created an emotional bridge for Kenyan audiences, making a distant country feel more accessible and familiar.

The campaign also addressed thematic areas of shared importance, such as climate change, migration, education, governance, and historic struggles for freedom. By drawing parallels between Kenya and Poland, the initiative encouraged mutual respect and solidarity, showing that despite geographic and historical differences, both countries face similar challenges and aspirations. Importantly, the campaign balanced reach with depth of engagement. Mass-media channels – such as the radio and national newspapers – brought Poland's story to millions, while interactive elements like live call-ins, SMS feedback, and social-media discussions created two-way conversations. This combination ensured that Poland was not only seen and heard, but also discussed and questioned at the grassroots level.

In this way, the campaign went beyond one-off promotional activities. It laid the groundwork for sustained dialogue and potential long-term cooperation, positioning Poland not as an abstract European nation but as a credible partner in Kenya's cultural, educational, and democratic journey.

5.2 IMPLEMENTED ACTIVITIES

a. Local radio stations

The campaign collaborated with five local radio stations: Ruben FM (Nairobi), Radio Yetu (Nakuru), Milambo FM (Migori/Kisumu), Lulu FM (Mombasa), and RFm (Limuru). Each station aired a 15-minute podcast titled *“Crossing Cultures: Kenya Meets Poland.”*

- This series was the cornerstone of the campaign, designed to bring real voices and experiences directly to everyday listeners.
- The podcast featured five Kenyan journalists who had recently visited Poland on a study exchange.
- Through reflective storytelling and candid conversations, they described their first-hand experiences, cultural immersion, surprising differences, and striking similarities.
- Topics covered included culture shock, infrastructure development, media freedom and journalism practices, social norms, and social life in Poland.
- Listeners resonated with the authenticity of these voices, as the journalists used familiar language, humor, and comparisons to make Poland relatable to ordinary Kenyans.

b. National broadcasters

To expand the campaign beyond local audiences, two national broadcasters were engaged: Radio Maisha and Ghetto Radio.

A 4-minute radio series was developed and aired, titled *“A Day in the Life of a Kenyan Student in Poland.”*

- The narrative followed the fictional journey of a Kenyan student studying in Poland.
- It portrayed everyday student life, from navigating public transport and attending lectures to adapting to Polish food, weather, and social systems.

- Themes of hospitality, resilience, academic excellence, and integration were highlighted, giving listeners insights into Poland’s social fabric.
- The story challenged common misconceptions and disinformation about Poland – such as foreign hostility or rigid social systems – presenting the country as open, modern, and welcoming.
- It also emphasized shared values between Kenya and Poland, such as community support, family, and the importance of education.

c. Article publications

A total of five articles were written and published on leading digital platforms and in print media, including *The Star* newspaper and AGJK digital blogs.

Each article focused on a unique aspect connecting Polish realities with Kenyan concerns:

- “*Poland in Kenyan Media Spaces*” – introduced the campaign and explained its mission of countering disinformation and promoting international dialogue.
- “*From Kenya to Poland: A Cultural and Personal Reflection*” – described the experiences of Kenyan journalists during their visit to Poland.
- “*Two Nations, One Struggle: Freedom – The Untold Link Between Kenya’s and Poland’s Uprisings*” – outlined similarities between Kenya’s fight for independence and Poland’s struggle for freedom under communism.
- “*The Human Cost of Climate Change in Kenya and Poland*” – analyzed shared challenges of climate change in both countries, highlighting solidarity and adaptation needs.
- “*How Refugees Have Grown Poland’s Economy*” – published in *The Star*, this article challenged negative stereotypes about refugees, showing their contribution to Poland’s economy and drawing lessons for Kenya.

d. Social media engagement

Recognizing the influence of digital platforms on youth and urban populations, a comprehensive social media campaign was launched to amplify reach and spark dialogue. Key elements included:

- A one-hour podcast episode published on the AGJK YouTube channel featuring the five Kenyan journalists, who discussed culture shock, governance comparisons, and personal reflections from their trip to Poland.
- An animated adaptation of the radio play “*A Day in the Life of a Kenyan Student in Poland*”, shared on AGJK’s Facebook, Instagram, and X (Twitter) accounts. The use of animation made the narrative visually engaging, especially for younger audiences.
- Posters and promotional content disseminated across the social media platforms of all participating radio stations, boosting visibility.
- Online engagement included likes, shares, comments, and questions, with many young Kenyans asking about scholarships, cultural exchanges, and study opportunities in Poland.

The campaign was met with broad and positive reception across platforms, with audiences showing genuine curiosity and interest. On community radio, listeners actively engaged through call-ins and SMS, asking about Poland’s education system, cultural practices, and exchange opportunities. This level of interactivity indicated that the content resonated deeply, sparking dialogue rather than passive consumption.

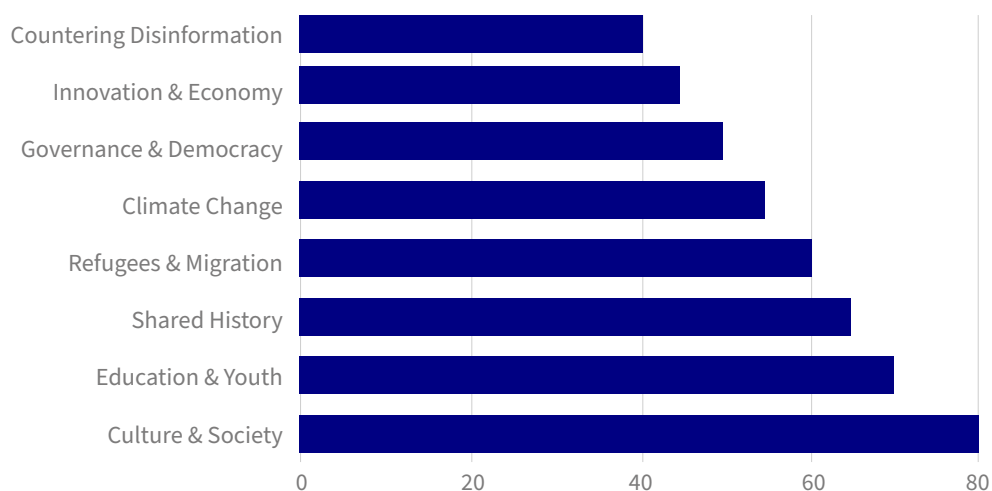
On social media, animated adaptations of the radio plays and podcast series proved particularly popular among younger audiences. Many described the content as “*eye-opening*” and “*relatable*”, noting how it presented Poland in a way that felt accessible and connected to their own reality. The combination of visual storytelling and authentic journalist reflections made the campaign both engaging and credible.

Overall, audiences appreciated how the campaign drew meaningful parallels between Polish and Kenyan values, including resilience, hospitality, and community spirit. By contextualizing Poland’s story through Kenyan voices, the initiative fostered cultural empathy and cross-border learning. This reception not only validated the campaign’s approach but also underscored the potential for future dialogues to build deeper people-to-people understanding between the two nations.

The campaign was not without challenges. The most notable limitation was the relatively short implementation period, which constrained opportunities for extended engagement and long-term follow-up. While audiences showed genuine interest and curiosity, the time constraints meant that deeper conversations and sustained programming could not be fully developed. Additionally, the broad scope of topics compressed into a short timeframe posed challenges in ensuring that all issues were explored in adequate depth.

Despite these limitations, the campaign achieved significant successes that outweighed the challenges. Its most remarkable outcome was its ability to spark genuine curiosity and dialogue about Poland among Kenyan audiences. By presenting relatable, localized, and authentic narratives, the initiative managed to shift perceptions and generate meaningful conversations around culture, democracy, education, and shared global challenges.

CHART Themes Presented to Kenyan Audiences



A key success factor was the strategic use of diverse content formats – community and national radio, blogs, podcasts, animations, and social media. This multi-platform approach not only maximized reach but also catered to varied audience preferences, ensuring inclusivity across age and demographic groups. Most importantly, it humanized Poland’s image, presenting it through grassroots voices, lived experiences, and storytelling. This approach effectively countered stereotypes and disinformation, positioning Poland as a society with shared values and human connections.

TABLE AUDIENCE REACH

MEDIA CHANNEL	PLATFORMS	DETAILS	AUDIENCE REACH
Local Radio	Ruben FM, Radio Yetu, Milambo FM, Lulu FM, R FM	Production and broadcast of localized podcast session	1 650 000 audience engaged
National Radio	Radio Maisha, Ghetto Radio	Drama series aired nationally	3 550 000 listeners reached
Articles & Blogs	The Star + AG3K Website & Blogs	5 articles published	1 500 000 readers engaged
Social media	YouTube, Facebook, Instagram, X	1-hr podcast + animation shared	Over 500K+ people reached
TOTAL COMBINED REACH:			7 200 000 people

In total, the campaign reached over 7.2 million people across television, print, and digital platforms. This wide impact demonstrates both the effectiveness of grassroots storytelling and the great potential for cross-cultural dialogue between Kenya and Poland.

5.3 ASSESSMENT OF ACTIVITIES

The campaign “Poland in Kenyan Media Spaces” was designed not only to convey information, but also to spark meaningful dialogue by presenting themes that resonated with Kenyan realities. Each topic was carefully developed to foster cultural empathy, learning, and reflection while countering misconceptions and disinformation. Across radio programs, articles, podcasts, and social media, the campaign intertwined narratives about culture, education, history, migration, climate change, governance, innovation, and combating disinformation.

One of the strongest entry points was Polish culture and society, where listeners were introduced to everyday life in Poland through reflections on food, family traditions, festivals, and social interactions. By sharing these experiences in the voices of Kenyan journalists, Poland was demystified and made accessible. Comparisons were drawn between Kenyan and Polish traditions, highlighting shared values of hospitality, resilience, and community spirit. This encouraged cultural empathy, helping Kenyan audiences see Poland not as a distant, unfamiliar nation but as a society with common human connections.

Education and youth empowerment proved to be another key bridge between the two countries. Insights into Poland’s education system, youth innovation, and student life were presented in engaging ways, including a fictional radio drama depicting a Kenyan student’s journey to Poland. These narratives emphasized inclusivity, opportunity, and academic excellence. Social media conversations revealed strong interest in scholarships, student exchange programs, and cultural immersion, pointing to possibilities for future people-to-people cooperation.

Historical parallels were also a powerful anchor connecting both societies – especially shared struggles for freedom and resistance. Articles and broadcasts linked Kenya’s fight for independence from colonial rule with Poland’s resistance to communist authoritarianism. Both nations were portrayed as resilient societies that endured adversity and emerged guided by values of freedom, democracy, and self-determination. This theme resonated strongly with older Kenyan audiences, who identified with Poland’s struggle for dignity and sovereignty.

The campaign also addressed the sensitive issue of refugees and migration through balanced, evidence-based storytelling. An article published in *The Star* highlighted the

positive economic contributions of refugees in Poland, particularly in the aftermath of the war in Ukraine. These insights were localized to Kenya, which hosts thousands of refugees from neighboring countries. By contextualizing the discussion, the campaign challenged stereotypes, reframed refugees as assets rather than burdens, and sparked public debate on integration and empathy.

Climate change and environmental sustainability provided a global perspective that resonated with both Kenyan and Polish contexts. The campaign emphasized the human costs of climate change – from floods and droughts in Kenya to energy transition and environmental challenges in Poland. Audiences came to appreciate that, while both nations face different manifestations of climate threats, they are part of the same global struggle that demands solidarity and cooperation. This theme deepened the sense of interconnectedness between the two societies.

Governance and democracy were also core themes, grounded in shared values of transparency, accountability, and freedom of expression. Discussions highlighted Poland's democratic path, particularly its transition from authoritarian rule to a society that values a free press and civic engagement. This narrative was linked to Kenya's democratic aspirations, creating a mirror that spoke directly to citizens' concerns about governance, media freedom, and active civic participation.

Poland's story of economic development and innovation was presented as a source of inspiration. Poland's transition from a post-communist economy to one of the fastest-growing in Europe – driven by entrepreneurship, technology, and inclusive development models – offered important lessons for Kenya. Local radio programs connected these insights to Kenya's entrepreneurial youth, prompting discussions about innovation, governance, and economic transformation.

Evaluation approach

The campaign's assessment used a mixed-methods approach, integrating both quantitative and qualitative techniques to ensure a comprehensive and balanced evaluation of implementation and impact. Quantitative data – such as the number of articles published, radio broadcasts aired, and social media reach – provided measurable insight into the scale and breadth of the campaign. Qualitative data – including the nature of content, audience reactions, and stakeholder reflections – added contextual depth and helped interpret the significance and resonance of the messaging. This mixed methodology enabled

a holistic understanding not only of what was done, but how it was received and what it meant for different audience segments.

Evaluation questions:

- What specific activities were carried out within the media campaign about Poland (e.g., articles, radio programs, social media coverage, etc.)?
- Which themes and topics related to Poland were presented to the Kenyan public?
- Which media channels were used to disseminate information (e.g., platform names, radio stations, newsrooms, social media accounts)?
- How was the campaign received by local communities and audiences (e.g., comments, reactions, questions, signs of interest)?
- Were there particular social or professional groups that showed the greatest interest in the campaign?
- Were there inquiries or suggestions regarding potential future cooperation with Poland (e.g., in education, culture, or media)?
- What were the main challenges encountered during the campaign, and what do you consider its greatest success?

Findings from the evaluation

The campaign “Poland in Kenyan Media Spaces” was met with positive reception and significant engagement from local communities and digital audiences. On local radio platforms, listeners actively participated through call-ins and SMS, expressing curiosity about Polish culture, the education system, and governance. Some asked practical questions about scholarship opportunities and ways to visit or study in Poland, reflecting genuine interest in bilateral exchange.

On social media, the campaign generated a steady stream of reactions, shares, and comments. The animated radio drama and the podcast episode featuring the five Kenyan journalists were particularly well received, with followers describing the content as “eye-opening,” “relatable,” and “refreshing.” Youth audiences were especially engaged on platforms like Facebook and Instagram, where infographics and cultural comparisons sparked discussion and appreciation of similarities between the two countries.

The radio drama adaptation and storytelling approach helped humanize Polish experiences, with many listeners commenting on surprising similarities between Polish and Kenyan values such as community support, resilience, and hospitality. Questions also emerged about Poland's refugee policies and democratic structures, indicating deeper reflection prompted by the content.

The campaign attracted substantial interest from diverse social and professional groups, with youth – especially students and young professionals – showing the highest levels of engagement. Students and pupils were particularly responsive to content related to education, scholarships, and youth opportunities in Poland. Many expressed curiosity about studying abroad, cultural exchange programs, and Poland's academic environment, often posing questions via radio call-ins and social media comments. In addition, businesspeople and entrepreneurs were keenly interested in stories highlighting Poland's economic growth, innovation, and support for refugees as contributors to development. These groups engaged with digital articles and radio discussions on trade, entrepreneurship, and migration, recognizing potential parallels and learning opportunities for Kenya. Other highly engaged groups included community leaders, media practitioners, and civic actors, who showed particular interest in discussions on democracy, governance, and climate action. Their interest often translated into calls for further collaboration, exchanges, and dialogue between Poland and grassroots communities in Kenya.

The campaign prompted numerous inquiries and suggestions for potential future cooperation with Poland, particularly in media and education. Many Kenyan journalists and media practitioners expressed strong interest in educational opportunities – especially journalism and media studies in Poland. Several also suggested establishing more structured exchange programs or study visits, similar to those undertaken by the five journalists featured in the podcast.

The campaign also resonated widely among students and younger audiences, many of whom reached out via social media and radio broadcasts with questions about university programs, scholarships, and cultural exchange opportunities in Poland. This growing interest signals a clear appetite for long-term people-to-people cooperation that goes beyond one-off awareness initiatives. Media professionals were especially vocal about the potential for joint trainings, internships, and partnerships with newsrooms, which they viewed as a way to improve cross-cultural reporting and strengthen media freedom.

Overall, the feedback reflects a strong desire to build on the foundation laid by this campaign and to explore durable partnerships between Kenya and Poland in areas that empower individuals – especially youth and storytellers.

Although the campaign “Poland in Kenyan Media” was implemented smoothly and without major operational challenges, one noticeable limitation was the relatively short campaign period, which limited the possibility of deepening engagement and reaching a broader segment of the Kenyan population. Given the high level of interest – especially among youth, students, and media professionals – a longer timeframe would have enabled extended dialogue, follow-up actions, and more localized content production.

Despite this, the campaign’s greatest success was its ability to spark meaningful curiosity, dialogue, and cultural appreciation between Kenya and Poland through diverse, grassroots media formats. The combination of local radio broadcasts, national coverage, online articles, and engaging social media content – including the podcast and animated drama – effectively humanized Poland’s image and dispelled common misconceptions.

Conclusions from the campaign evaluation:

- **High audience engagement:** Youth, students, and media professionals showed strong interest – particularly in education, scholarships, and cultural exchange opportunities in Poland.
- **Multi-channel approach worked well:** Combining community radio, national broadcasts, online articles, podcasts, and animated content created diverse entry points for engagement.
- **Content resonated with cultural similarities:** Listeners and readers connected with themes of shared values, resilience, and community spirit between Kenya and Poland.
- **Short campaign period limited reach:** The brief duration constrained opportunities for sustained dialogue, deeper knowledge-building, and continued engagement.
- **Positive reception of storytelling formats:** The use of personal narratives, relatable characters, and creative media (such as animation) made the content more accessible and memorable.

Recommendations following the campaign evaluation:

- **Extend the campaign duration:** Plan longer implementation periods to enable deeper engagement, follow-up actions, and broader geographic reach.
- **Strengthen youth-focused initiatives:** Leverage student interest by partnering with universities and youth organizations to create scholarship fairs, exchange programs, and virtual dialogues.
- **Establish structured media partnerships:** Develop sustained collaboration between Kenyan and Polish newsrooms, including joint trainings and co-productions.
- **Create thematic series:** Produce recurring content focused on key themes (e.g., climate action, governance, innovation) to maintain audience interest and learning.
- **Use audience feedback in future programming:** Incorporate questions and suggestions from audiences into future campaign projects, ensuring community voices shape the content.
- **Invest in local content creation:** Collaborate with grassroots journalists to produce region-specific stories, making the campaign more relatable to diverse Kenyan audiences.
- **Collaborate with other Poland-funded projects in Kenya:** Partner with existing Poland-funded initiatives to showcase the impact of such efforts in Kenya.

6

CONCLUSIONS AND OBSERVATIONS

Conducting the study on Poland's image in the Kenyan media space was a key component of the project aimed at understanding how Poland is perceived in Kenya. The research process was designed comprehensively, combining both quantitative and qualitative analysis of media content. It focused on diverse communication channels – traditional, digital, and social media – allowing for a fuller picture of Poland's presence in the local media discourse. It was also crucial to account for the specifics of the Kenyan media market and cultural context, which enabled a more precise understanding of the mechanisms shaping narratives about Poland. The study drew on advanced analytical tools such as Brand24, Mentionlytics, and Google monitoring systems, which made it possible to systematically and accurately track mentions of Poland. The monitoring covered a wide spectrum of content, including newsroom social profiles, the websites of the most important Kenyan media, and posts published by journalists on their professional personal accounts. Particular attention was given to keyword analysis, which made it possible to identify content directly and indirectly related to Poland – essential for capturing the full range of narratives.

The importance of this study stems from the growing role of the media in shaping public opinion and building the international image of states. In the context of Kenya's dynamically evolving media market and its significance in the East African region, understanding how Poland is perceived there is vital for effectively conducting public diplomacy. The study not only identified the main topics associated with Poland, but also assessed the extent to which such content influences audiences and how it is embedded in a broader international context.

The collected research material – including both informational content and more subjective commentary – made it possible to capture a varied picture of Poland within the Kenyan media space. The adopted approach also enabled a sentiment analysis of mentions, which in turn provided data on the emotions accompanying the reception of information about Poland. This approach not only deepens understanding of how Poland is perceived, but also offers concrete insights that can be used in practice to shape more coherent and effective narratives promoting Poland on the international stage.

The qualitative analysis allows several important observations regarding Poland's presence in the Kenyan media space. First and foremost, it should be noted that references to Poland appear relatively rarely in traditional media, with the vast majority being sports-related. Sport – particularly football and the performances of Polish athletes and national teams – remains the main context in which Poland is present in Kenyan audience awareness. Such items have considerable reach and appear regularly, but they do not directly translate into a deeper image of Poland as a state.

A much smaller, yet image-wise more significant, group consists of non-sports content. These items appear sporadically and are usually tied to clearly defined political or international events. An example was the visit of the President of the Republic of Poland, Andrzej Duda, to Kenya at the beginning of 2024, which generated a relatively large number of items in Kenyan media and made it possible to spotlight bilateral relations. In 2025, from January to July, the absence of events of similar rank resulted in a marked decline in publications where Poland appeared in a political or economic context.

Poland is also present in narratives related to the war in Ukraine. In this case, Poland is not the main actor but is cited within a broader geopolitical context – as a state bordering the conflict zone and engaged in supporting Ukraine. Such mentions build an image of Poland as part of a larger international framework in which the Russian-Ukrainian conflict is a central reference point.

From the perspective of Poland's image, the most problematic area remains content bearing hallmarks of Russian propaganda. In 2024, relatively more such items were identified; in 2025, fewer were recorded, which should not, however, lead to downplaying the phenomenon. Given that Poland appears relatively infrequently in the Kenyan infosphere, any piece containing disinformation, accusations, or suggestions undermining its credibility takes on particular significance and can disproportionately influence audience perceptions. Therefore, such publications should not go unanswered – it is necessary to present the Polish perspective and facts that balance one-sided narratives.

Another category consists of brief mentions, which occur relatively often and are frequently presented as curiosities. Poland is cited incidentally in items not directly related to our country – for example in pieces on tourism, cultural events, discoveries, or scientific research. Although such content carries less substantive weight and does not build a deep image of Poland, it nonetheless plays an important role by reinforcing Poland's presence in audience awareness in a neutral or positive context. They can also serve as a valuable starting point for further developing narratives promoting Polish culture, science, and innovation.

It is particularly noteworthy that Kenyan media also carried items devoted to the Polish presidential election. Information about this event appeared in several newsrooms, indicating that the most important political event in Poland in 2025 was noticed in Kenya and recognized as relevant from the perspective of international relations. This shows that Kenyan media – alongside sports topics – are also sensitive to major political events in Poland, especially those that may impact the situation in Europe and international

relations. Thus, the presidential election became one of the key elements shaping knowledge about Poland in the Kenyan media space.

The analysis shows that, for non-sports content, the press – especially digital editions – plays a crucial role in presenting Poland. This segment became the space where more in-depth analyses and commentaries concerning Poland were published, particularly in the areas of politics and social issues. Unlike television and the radio – dominant in media consumption in Kenya – digital press allowed audiences to engage with broader and more analytical content, making it an important tool in building Poland's image.

At the same time, a clear asymmetry is visible between the largest and smaller newsrooms. High-reach media such as *Daily Nation* or Citizen TV focused primarily on sports content and brief mentions, rarely publishing items directly related to Poland. Paradoxically, outlets with a smaller market share – among them *The Star* and KBC – more often tackled image-significant topics, presenting Poland within a wider political and international context. This shows that Poland's image in Kenya is shaped not only by dominant media but also by less influential publishers who nevertheless play a significant role in crafting narratives.

Social and scientific topics also merit attention, even though their volume is limited. Information about Polish research, discoveries, or social events – often presented as curiosities – can play an important role in building a positive and modern image of Poland. They point to potential for expanding Poland's presence in the Kenyan media space beyond sport and politics, which may be an important direction for public diplomacy and country-branding efforts.

The study also sought to identify potential challenges – such as disinformation – and to lay the groundwork for further actions to strengthen Poland's relations with Kenya. The conclusions drawn not only broaden understanding of the specifics of the Kenyan media landscape but also indicate concrete areas where cooperation can be deepened and a positive image of Poland in the region can be built. The findings substantially expand knowledge of Kenya's media landscape, showing not only the structure of dominant newsrooms and their market share, but also the mechanisms of topic selection and narrative construction. This has made it possible to determine which media and content types have the greatest impact on shaping public opinion in Kenya. It enables a better understanding of which areas are particularly sensitive from Poland's image perspective, as well as where opportunities lie for effectively promoting a positive image of our country.

An equally important outcome of the study is the identification of specific areas where Polish-Kenyan cooperation can be deepened. This applies both to political or economic actions, which attract media attention in the case of high-level visits, and to realms of soft diplomacy – culture, education, and sport – which offer easier access to broad audience groups. The results confirm that an effective Polish presence in Kenyan media requires not only reacting to current events, but also planning long-term communication activities embedded in the local socio-cultural context.

Thanks to the methodology – combining quantitative and qualitative analysis, professional monitoring tools, and sensitivity to local media realities – reliable and credible results were achieved. These provide a solid foundation for further analysis and strategic actions aimed both at protecting Poland's good name and strengthening its presence in the East African region. The report can also serve as a valuable resource for international organizations and regional partners cooperating with Poland on educational, social, or economic projects. The collected data enables identification of areas where Poland's presence in Kenya is particularly visible, and points to thematic niches that can be developed in the future. Finally, the results may serve as a reference point for academic and research communities working on media, international communication, and public diplomacy. The report provides unique empirical data on Poland's presence in East African media that can serve as a base for further comparative studies – both in relation to other European states and within the broader Sub-Saharan African context.

6.1. KEY FINDINGS FROM THE ANALYSIS

- **How Poland is perceived in Kenya.**
 - **The most important media narratives about Poland.**
 - **Sources of disinformation and their impact on Poland's image.**
-

The structure of Kenya's media market is characterized by the dominant role of the radio and television as the main sources of information for most audiences. The analysis indicates that the radio plays a particularly important role in rural areas, where it is the most frequently chosen medium, offering wide reach and accessibility regardless of the level of digital infrastructure. Television, in turn, enjoys high popularity in cities and suburban areas, where access to this medium is more common. Both channels have a significant influence on shaping public opinion in Kenya, underscoring their importance in the local media ecosystem. At the same time, there is a visible and dynamic growth in the importance of social media, which are becoming an increasingly popular source of information, especially among younger audiences and in large urban centers. Platforms such as Facebook, Twitter (X), and Instagram play an important role in communication and content distribution, both informational and entertainment. Social media not only complement traditional communication channels but also enable faster information flows and greater interaction with audiences, making them a key element of today's Kenyan media market.

The identified pattern shows the complexity of Kenya's media market, which combines traditional forms of messaging with modern digital channels. The growing importance of social media points to the need to account for this segment in analyses and communication strategies, especially when reaching younger and more active audience groups. The coexistence of the radio, television, and social media creates a diversified media landscape that enables effective outreach to a wide demographic spectrum, while also requiring that content be tailored to the specifics of each channel. This media structure in Kenya highlights both the challenges and opportunities for countries like Poland in building their image and promoting international cooperation.

1

There is little content directly about Poland in both social media and the online portals of traditional media.

In the analyzed space of social media and online portals of traditional media, relatively little content directly referring to Poland was identified. The limited number of such mentions suggests that Poland does not occupy a central place in Kenyan media discourse, which may stem from several factors. First, while bilateral relations between Poland and Kenya exist, they are not among the key topics dominating the media space, which is more focused on domestic events and cooperation with major regional and global partners. Second, Poland's visibility in Kenya may be limited by the lack of regular, organized promotional efforts that could build a more lasting presence in local media.

The collected data indicate that existing mentions of Poland most often appear in the context of general information, such as sports events, issues related to education, or economic cooperation. It is worth noting, however, that such content is often emotionally neutral and does not attract heightened audience attention. This situation presents a challenge but also a potential opportunity to increase Poland's visibility through more proactive public and media diplomacy.

The low level of direct mentions highlights the need for a more strategic approach to crafting media narratives in Kenya. It is important to use available platforms to promote Polish culture, science, the economy, and sport in a more systematic way, attractive to local audiences. At the same time, it is worth investing in relationships with Kenyan journalists and newsrooms so that Poland appears more frequently as a country offering interesting and valuable content. Such efforts can help increase awareness of Poland and strengthen its positive image in Kenya and, more broadly, in East Africa.

2

Information shaping Poland's image in Kenya is predominantly conveyed contextually

(discussed in detail in Sections 3 and 4 of the report)

Information that shapes Poland's image in Kenya is largely placed in context, as shown in the analysis presented in Sections 3 and 4 of the report. Poland rarely appears as the main subject; mentions are usually embedded in broader narratives related to international events, regional cooperation, or global challenges. Examples include references to Poland in the context of international sports competitions, educational programs, or trade agreements.

The analysis shows that Poland often appears as one element among many within larger narratives – such as economic cooperation with European countries or activities undertaken under international initiatives. Such information is usually ancillary to the main topics, reducing Poland’s visibility as an autonomous media subject. These items are typically neutral, providing basic information without emphasizing Poland’s distinctiveness or unique features.

The identified patterns highlight the significance of contextual narratives in shaping Poland’s image in Kenya. The content frequently concerns international cooperation – such as academic exchange programs – or events in which Poland participates as one of several actors. This type of media presence indicates a low level of standalone narratives about Poland, which manifests in coverage where Poland is one of many participants in global activities or regional initiatives.



The largest number of mentions about Poland is linked to sport and concerns: football; performances by Kenyan athletes/teams against Poland/Poles at sporting events; and the locations of sporting events in Poland in which Kenyan athletes took part.

The highest volume of mentions of Poland in the Kenyan media space concerns sports, as clearly shown by the quantitative analysis. These mentions fall into several key areas. The first is football, where references focus mainly on Robert Lewandowski and, to a lesser extent, the Polish national team. Information about Lewandowski primarily concerns his performances for FC Barcelona; in the Polish context it is limited to references to the national team, with his nationality rarely being explicitly tied to current on-field success. The second area comprises sporting events in which Kenyan athletes or teams faced Polish competitors – for example, the women’s volleyball matches at the Paris Olympics, where Poland was Kenya’s rival. Such mentions emphasize international rivalry and intensify local media interest. The third group consists of references to the locations of sporting events in Poland where Kenyan athletes competed – for instance, international track-and-field meets hosted in Polish cities. These mentions are informational and typically limited to basic facts such as venue and results.

The dominance of sports-related content indicates the special role of sports in building Poland’s visibility in Kenya. While sport is a major driver of media interest, the character of these mentions remains largely informational, without developing broader narratives about Poland.

4

There is very little information about Poland as a country and about social, political, or cultural events, and those that do appear often relate to a single sphere of life and may be difficult to grasp because they lack broader context

(discussed in detail in Section 4 of the report)

Information about Poland as a country – and about social, political, or cultural events – is scarce in Kenyan media, which is one of the study’s key findings. The analysis shows that such items usually concern selected, specific aspects of social life or events in Poland, but the lack of broader context can make them difficult for local audiences to understand. As detailed in Section 4, the problem is the fragmentary nature of narratives about Poland. Mentions often address single events (political decisions, cultural initiatives, social actions), but without embedding them in a wider storyline. As a result, they can appear detached, which hinders comprehension of their significance. These items tend to be factual and neutral, limiting audience engagement. This lack of context means they do not contribute to a fuller picture of Poland in the Kenyan media environment – identified as a key challenge.

The analysis underscores the need to include elements in media narratives that better situate mentions of Poland within a context understandable to Kenyan audiences. It also indicates that the limited number of such items may stem from a lack of regular communication efforts in these areas, which translates into low visibility of Poland as a state in social, political, and cultural contexts.

5

The sentiment of information about Poland is predominantly neutral – both in social media and in the tone of articles in the online editions of the analyzed media.

The collected material shows that most mentions of Poland are factual, conveying basic information without clear emotional coloring. Such content, regardless of platform, rarely elicits strong reactions, suggesting low emotional engagement with information about Poland.

On social media, neutral sentiment mainly accompanies content related to sports events, economic cooperation, or educational initiatives (e.g., match results, academic exchanges, announcements of trade agreements). Similarly, online editions of traditional media focus on facts such as locations, participants, or outcomes. This dominance of neutrality

can be read as a sign of limited emotional interest; the lack of strong positive or negative emotions suggests that these items neither provoke controversy nor particular enthusiasm, implying a potentially low impact on local public opinion.

Neutrality poses both a challenge and an opportunity. On one hand, it means an absence of negative narratives that could damage Poland's image; on the other, it indicates a shortage of content that might spark greater interest or positive emotions. Overall, narratives about Poland remain largely unnoticed amid other topics in Kenyan media discourse.

Main narrative axes (excluding sports) concerning Poland – created both by direct and contextual information during the analyzed period – included:

**a) The war in Ukraine and Poland's role as a neighboring country.
Neutral narratives clearly prevail.**

Some negative items appear, mainly tied to content aligned with Russian propaganda.

During the analyzed period, these items formed a significant part of Kenya's media output, showing Poland in the context of its geographic location and actions taken in response to the humanitarian and political crisis. Narratives were often embedded in a broader international context, presenting Poland as a key supporter of Ukraine and a host country for war refugees. Most content on this topic was neutral and fact-based – covering Poland's humanitarian assistance, reactions to developments in the conflict, or positions taken within international organizations – without strong emotional framing.

However, some negative items – primarily propagandistic and aligned with Russian messaging – portrayed Poland critically, at times as escalating international tensions or participating in negatively framed actions. Although a minority, such content evidences disinformation narratives that can influence Poland's image in Kenya.

The narratives thus show a dual track: Poland as an engaged, active partner in assistance efforts (potentially positive), and the presence of negative items highlighting the need for continued monitoring of disinformation's impact on local perceptions.

b) Poland's approach to migration (mainly the context of irregular migration).

Coverage was largely neutral and balanced, presenting both the Polish government's arguments and the positions of aid organizations working in border areas. Media items described measures such as strengthening borders and protective infrastructure, often set within the broader European context, underscoring Poland's role in guarding the EU's external frontier. At the same time, humanitarian perspectives were included, emphasizing protection and assistance for migrants. The inclusion of both perspectives points to balanced reporting that allowed audiences to form their own opinions. The neutrality suggests the topic did not evoke strong emotions in the Kenyan media – likely because Poland's migration issues are not directly tied to Kenya's situation – while still portraying Poland as actively addressing contemporary migration challenges.

c) Poland as an attractive country for legal employment.

Poland was presented as an attractive destination for legal work – on social media and in traditional news outlets – with mostly neutral or positive tone. Mentions positioned Poland alongside countries such as Australia, the UAE, the UK, and Germany, focusing on practical aspects: availability of jobs, favorable conditions, and the opportunity to gain experience in an international environment. Sometimes the relative simplicity of work-legalization procedures and cooperation with third countries to facilitate mobility were highlighted. Though fewer than other topics, these items show Poland's perception as a potential workplace for Kenyans. The neutral/positive tone indicates a lack of negative associations, but the coverage remains informational, without deeper emotional or cultural framing – suggesting room to develop narratives about Poland as a country offering career prospects.

d) Economic partnership.

Narratives about economic partnership between Poland and Kenya were mostly contextual, referring to existing trade ties and new cooperation initiatives. Poland was cited as an important market for Kenyan black tea, emphasizing agri-food trade. These items were typically neutral and framed within broader narratives on Kenya's international economic relations. A notable element was the reporting on the agriculture MoU signed during President Andrzej Duda's visit to Kenya in early February 2024, highlighting the collaboration's potential. Overall, the coverage presented Poland as one of Kenya's economic partners, with limited deepening of historical or cultural context, and chiefly focused on agriculture – an important but narrow slice of the potential bilateral relationship.

e) The qualitative analysis captured disinformation efforts about Poland reflecting Russian propaganda (often through explicit references to Russian claims).

The qualitative analysis identified a small number of disinformation pieces about Poland that bore the hallmarks of Russian propaganda – typically by explicitly referencing narratives promoted by the Russian side, situating them within the context of global information rivalry. Although few in number, their potential impact cannot be dismissed, especially when carried by key media. Particular attention was paid to two articles published on the website of state broadcaster KBC that directly targeted Poland, presenting one-sided, false narratives capable of negatively influencing Kenyan perceptions. These items mirrored core elements of Russian propaganda, portraying Poland negatively and undermining its image as a credible international partner. Details are discussed in Section 4 of the report.

Additionally, several other items were identified in which Poland appeared contextually, exhibiting traits of Russian-style propaganda. Though less direct, these could also reinforce negative narratives using subtle manipulation techniques, typically embedded in broader global narratives. These findings point to the need for continued monitoring and analysis of disinformation targeting Poland – especially when published by key state media in Kenya. Even if limited in number, their presence highlights the risks of propagating falsehoods and their potential impact on local perceptions. The identified cases are a significant component of the study of Poland's image in the Kenyan media space, illustrating the challenges of countering disinformation at the international level.

6.2. KEY CHALLENGES

Poland is one of the European countries and, from a Kenyan perspective, will not serve as a significant point of reference as, for example, the United States or the United Kingdom (for historical reasons). Interest in Poland is either incidental or occasional (e.g., the visit of the President of the Republic of Poland).

As one of the European countries, Poland does not occupy a pivotal position in Kenyan media discourse, which stems from historical, cultural, and economic factors. From a Kenyan viewpoint, countries such as the United States or the United Kingdom play a much more important role as reference points, mainly due to colonial-era ties, long-standing diplomatic relations, and a strong presence of those countries in local social and economic life. Poland, while perceived as part of the European Union, remains relatively less known and present in the awareness of Kenyan audiences. The media analysis indicates that interest in Poland in Kenya is incidental and often tied to single events, such as official visits by Polish government representatives – for instance, the Polish President's visit in February 2024. Such events attract temporary media attention but do not lead to a lasting increase in Poland's visibility within Kenya's media landscape. Mentions of Poland are therefore sporadic and often arise in the context of international affairs or cooperation in specific areas such as agriculture, sport, or education.

This state of affairs puts Poland in a challenging position, as the lack of natural or historical ties with Kenya necessitates more proactive efforts to build recognition and interest among Kenyan audiences. It also makes it difficult to compete with the narratives of countries more strongly present in the Kenyan media market, such as the UK – with its deeply rooted historical relationship – or the US, which draws attention through its dominant position in global media and politics. The pattern identified shows that for Poland to gain greater visibility and significance in Kenya's media space, it is necessary to consciously and strategically shape narratives that highlight unique aspects of cooperation and Poland's contribution to global initiatives. Without such efforts, interest in Poland will remain limited to isolated events that will not have a lasting impact on its image in Kenya.

There are visible activities bearing the hallmarks of Russian propaganda that directly undermine Poland's image. These are the main drivers of negative content about Poland and require ongoing monitoring and, where present, a response.

The qualitative analysis revealed the presence of disinformation activities of a Russian-propaganda nature, which constitute the main source of negative content about Poland in the Kenyan media space. Such content most often employed narratives aligned with Russian messaging, portraying Poland in a negative light and potentially distorting its image among local audiences. In particular, cases were identified in which Poland was directly targeted through one-sided and false information, such as items published on the website of the state broadcaster KBC.

Russian propaganda appears both in the form of content directly aimed at Poland and in subtler attempts to manipulate international narratives in which Poland features as a country engaged in actions interpreted negatively. Although relatively few in number, such items have the potential to influence perceptions of Poland in Kenya, especially when published by reputable or widely accessible media outlets. This kind of disinformation can foster a false image of Poland as a state acting against international or local interests, which in the longer term may weaken bilateral relations.

The presence of such disinformation underscores the need for regular monitoring of Kenya's media space to quickly identify and respond to content targeting Poland. Effective monitoring not only helps counter negative narratives but also makes it possible to identify their sources and mechanisms. When disinformation begins to gain visibility, corrective measures are also needed – such as publishing accurate information or cooperating with local media to promote an objective image of Poland. The prominence of Russian propaganda as the main source of negative content about Poland highlights the global nature of the information struggle and the importance of appropriate tools and strategies to protect a country's image in the international media space. Such measures are particularly important in countering disinformation and building a durable, positive image of Poland on the international stage, including in East Africa.

6.3. OPPORTUNITIES AND POTENTIAL

→ **Potential areas for expanding cooperation and promotion**

A limited number of mentions about Poland – mostly neutral in tone – creates significant potential for building a desired image of Poland and for providing information that is strategically relevant from the perspective of the Polish state.

The relatively small volume of information about Poland, most of which is neutral in tone, presents a meaningful opportunity to shape a desired image of our country in Kenya. The neutral nature of dominant media narratives creates favorable conditions for introducing content that can effectively promote key aspects of Poland's international activity, while minimizing the risk of confronting existing negative narratives. This situation enables more conscious and strategic development of media messages that support Poland's interests in the context of cooperation with Kenya.

The neutral character of current messaging makes it possible to introduce narratives highlighting positive aspects of Poland, such as the promotion of legal employment, economic cooperation, or educational initiatives. Narratives around legal employment in particular may resonate strongly with Kenyan audiences, as Poland is frequently listed – alongside countries like Germany and the UK – as an attractive labor market. Well-crafted content can not only increase Poland's visibility but also promote the country as a reliable and open partner in the field of labor mobility.

Similarly, Poland's actions in countering illegal migration, especially along the Belarusian border, can be presented as examples of responsible management of migration challenges. References to such efforts may help underline Poland's role as a state protecting the external borders of the European Union, aligning with global discourses on migration management and border security. These kinds of narratives may be of interest to Kenyan media, particularly in the broader context of global migration challenges.

The limited amount of information about Poland in Kenyan media therefore creates space for consciously introducing new narratives that highlight Poland's unique features. Providing content from the perspective of the Polish state – on work, education, or economic cooperation – offers the chance to raise Poland's visibility and strengthen its positive image in Kenya. In this context, it is essential to maintain regular promotional activities and deliver content that is attractive and relevant to Kenyan audiences, while also serving Poland's strategic goals in East Africa.

Strong potential for building positive narratives based on Poland's pop-cultural dimension

References to Robert Lewandowski and, to a lesser extent, *The Witcher* and other elements of Polish pop culture appearing in Kenyan media represent significant opportunities for constructing positive narratives about Poland. The popularity of Robert Lewandowski as one of the world's most recognizable footballers, and the global success of *The Witcher* as a literary, cinematic, and gaming franchise, ensure that Poland is present in the international cultural discourse – though often without audiences consciously connecting these phenomena to the country itself.

The analysis indicates that in most cases, these references are not directly tied to Poland as a nation, leaving space for better leveraging their potential to build a desirable image of the country. Lewandowski is frequently mentioned in the context of international football competitions. While occasionally identified as a “Polish player,” narratives rarely expand on his national origins or his ties to Poland. Similarly, *The Witcher* is present in the global pop culture space mainly thanks to Netflix adaptations and video games, but little attention is given to its Polish literary roots or to Andrzej Sapkowski's authorship, which is the foundation of the franchise's success.

Poland's pop-cultural potential, however, extends well beyond these two most recognizable examples. Elements of Polish contemporary culture – such as cinema, music, or other creative industries – also have the capacity to attract international attention, including among Kenyan audiences. Mentions of Poland's successes in video gaming or international film festivals are virtually absent, even though their inclusion could spark broader interest in diverse aspects of Polish pop culture.

The analysis shows that the pop-cultural dimension of Poland remains underutilized as a tool for building positive narratives in Kenyan media. Promoting Polish figures, brands, and cultural content in ways that directly connect them to Poland could significantly increase the country's visibility and spark stronger interest among local audiences. Recognizing the global significance of Polish pop culture, as well as its potential influence on Poland's perception in Kenya, creates an opportunity for strategic actions in public and cultural diplomacy. Such initiatives could not only reinforce Poland's positive image but also help foster relationships based on shared interests and cultural exchange.

7

RECOMMENDATIONS



The research on Poland's image in the Kenyan media space provided valuable insights into how our country is perceived in this region of East Africa. The quantitative and qualitative analysis – supported by analytical tools and cooperation with Kenyan consultants – made it possible to identify key media narratives, their tone, and their significance for shaping Poland's international image. It covered content published both on social media and in the online editions of traditional media. The report's findings highlight both the opportunities Poland can leverage in building relations with Kenyans and the challenges linked to our country's presence in the local media discourse.

It should be emphasized, however, that the scope of the research was limited to content that – thanks to the applied algorithms and cooperation with local partners – was identified and analyzed. Consequently, we are aware that the resulting picture may be incomplete, and that content relevant from a strategic perspective may exist in Kenya's media space that was not captured by the analysis. These limitations stem both from technical monitoring constraints and from the specific nature of Kenya's media market, which blends traditional channels with rapidly developing digital media.

Recommendations arising from the research should take into account both the conclusions reached and the potential for further exploration of the Kenyan media space. The identified opportunities and challenges serve as a starting point for actions that can support Poland's Ministry of Foreign Affairs in building a positive image of Poland and strengthening relations with Kenya. Particular emphasis should be placed on strategically shaping narratives that underscore Poland's contribution to areas of international cooperation such as education, the economy, culture, and countering disinformation.

Furthermore, the recommended actions should reflect the specific features of the Kenyan media market. Kenyan media are characterized by the significant role of the radio and television, alongside the growing importance of social media, which are becoming the main source of information for younger audiences. This media structure requires tailoring messages to diverse channels in order to reach a broad audience effectively. Initiatives should aim both to develop existing narratives – such as promoting legal employment in Poland, economic cooperation, or sporting success – and to create new content likely to attract Kenyan audiences. A key element of the strategy should also be responses to identified disinformation activities which – though relatively few – can negatively affect Poland's image.

The recommendations presented are therefore not only the result of the analysis conducted but also an indication of areas requiring further exploration and action. Their

purpose is not only to strengthen Poland's positive image in Kenya, but also to build lasting foundations for cooperation that will benefit both sides over the long term.

General recommendations

(concerning research on Poland's image worldwide)



Develop analytical tools useful for monitoring content in selected countries

The analytical segment of the “Poland in Kenyan Media Spaces” project showed the importance of precise, context-appropriate tools for monitoring information in digital environments with distinct media characteristics. Each country – and often each region – has its own specific language, technological, and structural features in content distribution and information participation. During the research we tested two commercial platforms (Brand24 and Mentionlytics), each offering different data-access models, classification algorithms, and geographic filtering limitations. This pilot approach was useful, but it already confirmed the need to create a more flexible, controllable toolkit adaptable to future projects in other countries or regions.

We therefore recommend developing an in-house suite of tools and filters for monitoring foreign content – a system able to integrate data from multiple sources (social media, streaming platforms, news portals, search engines, blogs, podcasts, forums, etc.) while allowing deep segmentation by language, country of origin, content type (text, video, graphics), source (traditional media vs. individual accounts), and reach. Ultimately, this toolkit could take the form of a modular dashboard or data repository with sentiment classification, emotion detection, contextual search (e.g., topics related to Poland without explicit proper names), identification of potential disinformation sources, and tracking narrative dynamics over time. It is also crucial to account for local information platforms that global tools do not index but that influence public opinion (e.g., chat apps, community groups, local services). It is worth starting by defining critical project checkpoints for the future (methods of content analysis, tools used, data quality, and other components surfaced in our project).

Creating such a toolkit would bring long-term benefits to Poland's communication policy and to institutions responsible for public diplomacy, countering disinformation, and building a positive national image. It would help reduce dependence on costly, license-restricted commercial tools and ensure greater transparency in data collection

and decision-making. Moreover, these tools could be co-developed with foreign partners – academic organizations, local media, or research institutes – helping build lasting relationships and shared responsibility for information quality in the public space. Ultimately, this solution could underpin future monitoring efforts conducted in parallel across several world regions, enabling cross-cultural comparisons and rapid detection of convergent narratives or trends that may affect Poland's image abroad.



Systematic archiving and analysis of visual content

One key limitation identified during the project was the difficulty of systematically analyzing visual content – images, graphics, memes, and videos. Although social media in Kenya – like much of the Global South – are increasingly visual, available analytical tools (especially commercial ones) only partially capture, classify, and archive such material. This applies particularly to closed apps (e.g., WhatsApp, Telegram) but also to open platforms like TikTok, Instagram, or Facebook, where communication relies heavily on imagery. In monitoring Poland's image, a lack of control over this content segment can lead not only to undercounting reach but also to underestimating public sentiment or missing potentially significant material – both positive and disinformation-related.

We therefore recommend implementing a system for continuous archiving and analysis of visual content appearing on social media and news services in monitored countries. This system should integrate image-recognition technologies (e.g., OCR, symbolism analysis, detection of logos and national emblems), visual emotion analysis, and functions classifying materials by topic (e.g., sport, politics, society, pop culture). For video – especially short formats such as Reels, Shorts, or TikToks – transcription and contextual analysis will be particularly useful to ascertain content and its possible connection to Poland's image. Memes should be treated as a distinct category rooted in local visual language and often used to express social emotions or political commentary.

Systematic visual analysis is not only a tool for more precisely recognizing information climates in a country; it is also vital for resilience against disinformation. Images and videos – strong emotional carriers – are highly susceptible to manipulation with outsized impact on audiences. At the same time, they hold considerable reputational potential for promoting Polish culture, products, athletes, or humanitarian activity. We therefore recommend making visual archiving and analysis a standing component of future

monitoring and communication efforts by institutions responsible for public diplomacy and international narrative-building. Integrating visual with textual analysis will more fully capture Poland's presence in foreign media and facilitate responses to rapid changes in message structures and formats.



Create a rapid-response mechanism and build narrative indices about Poland in selected world regions

The collected data and our qualitative/quantitative analysis confirm that Poland's presence in foreign media – including social platforms – rests largely on irregular, contextual mentions. These narratives are dispersed, often incidental, and susceptible to sudden shifts due to international events or disinformation campaigns. Examples such as mass publishing of negative content about Poland from a single account in a short time, or the use of unrelated hashtags to artificially boost reach, underscore the need for an early-warning mechanism. Such a tool should automatically detect anomalies in specific indicators – e.g., spikes in negative mentions, emergence of certain phrases alongside “Poland,” or abrupt increases in reach without genuine user engagement.

A crucial complement would be thematic indices and narrative repositories – compendia of recurring contexts across countries/regions in which Poland is presented (e.g., migration, border security, sport, relations with the EU, presence in Central and Eastern Europe, humanitarian aid, culture and pop culture). Backed by linguistic, sentiment, and emotion analysis, this classification would show which themes dominate in a given country, while enabling cross-country and longitudinal comparisons. The result would be better-prepared information campaigns and more precise planning of strategic actions to strengthen Poland's positive image.

Combining rapid response to potential threats with long-term tracking and systematization of emerging narratives will allow institutions responsible for international communication and public diplomacy to manage Poland's presence in the global information space more sustainably and flexibly. Over time, this can improve promotional effectiveness, accelerate responses to disinformation, and sharpen recognition of areas needing intervention or positive context-building. The models developed could be adapted to other regions, creating uniform, comparable systems to support the state's information policy.

Specific recommendations (Kenya)



Continuous monitoring of Kenyan media for information about Poland

Ongoing monitoring is essential for building and maintaining a positive image of Poland in Kenya and for countering potential disinformation risks. Regular, systematic tracking will allow timely identification of both narratives that promote Poland and content that may negatively affect perceptions. Monitoring should cover the radio, television, press, online outlets, and social media – each influential in shaping public opinion in Kenya.

Our analysis shows that although direct mentions of Poland are limited, their impact on Poland's image cannot be ignored. Regular monitoring will improve understanding of media trends, identify key narratives, and assess sentiment around Poland. This enables rapid responses to challenges (e.g., disinformation) and the leveraging of opportunities to promote Poland. Monitoring should account for Kenya's market specifics, including local languages and dominant media formats: the radio and TV remain primary sources (especially rurally), while social media are increasingly important in cities and among youth. Incorporating all these channels will yield a more complete picture of Poland's presence.

We recommend using advanced analytical tools (including those used in this project) and local monitoring systems, as well as maintaining cooperation with Kenyan partners who can provide valuable contextual insights. Continuous, long-term monitoring will support ongoing evaluation of Poland's promotional efforts and quick adaptation to changing media conditions – forming a foundation for strategic public-diplomacy planning.



Expand ongoing monitoring across East Africa

Kenya is a regional media and economic hub, but it is not the only country where narratives about Poland influence perceptions in East Africa. Given the region's geopolitics, countries such as Rwanda – as well as Tanzania, Uganda, and Ethiopia – play important roles in shaping public opinion, and their media spaces can offer valuable insights into narratives about Poland.

Regional monitoring will reveal differences and similarities in how Poland is portrayed, and clarify country-specific challenges and opportunities. Each country has a unique media landscape, audience structure, and foreign-relations priorities. Broader monitoring will thus produce more nuanced data to inform tailored public-diplomacy strategies. It will also help detect transboundary threats such as disinformation narratives that can spread across markets. Understanding how narratives about Poland arise and circulate across the region enables more effective countermeasures.

We recommend including both traditional media (the radio/TV) and social media, and partnering with local experts and organizations with deep knowledge of each country's media. A standing regional monitor (with particular focus on Kenya and Rwanda) will not only clarify narratives but also identify cooperation and promotion opportunities to strengthen Poland's image across East Africa.

Take active measures when disinformation appears

We recommend active, systematic responses to disinformation or media framings that may harm Poland's image in Kenya and more broadly in East Africa (with particular regard to Rwanda's growing regional role). Although such content was limited in number, its presence – especially via key broadcasters like KBC – can undermine Poland's credibility and reputation.

Disinformation inspired by Russian propaganda narratives requires swift, precise reactions. When false or one-sided information appears, tools should be used to correct or supplement the context. Building relationships with local newsrooms and journalists is essential to help correct misleading content and promote an objective, positive view of Poland. Strategic communication on social media should also be considered to deliver accurate information directly to audiences – particularly younger demographics, for whom these platforms are primary news sources. Explainer posts, infographics, and short videos can expand reach and effectiveness. Efforts should also include monitoring and analyzing disinformation sources to understand mechanisms and anticipate risks, in cooperation with local experts and anti-disinformation organizations.

Active counter-disinformation measures should be part of a broader strategy that not only corrects falsehoods but also promotes positive content about Poland – building

a durable, positive image in the region. Actions should be coherent, systematic, and data-driven to manage Poland's reputation effectively in a dynamic media market.



Build contextual links between globally known Polish brands present in Kenyan media and Poland

We recommend actions to clearly link globally recognized Polish “brands,” such as Robert Lewandowski and *The Witcher*, with Poland in the Kenyan media space. Our analysis indicates that although these brands are well known, they are often perceived without reference to their Polish origins – limiting their potential to promote Poland's image.

To leverage this potential, undertake promotional efforts that highlight their Polish roots and frame them within Poland's broader cultural and social context. For Lewandowski, include references to Poland's sporting tradition (e.g., football, volleyball). For *The Witcher*, emphasize its basis in Polish literature and the success of Polish creativity in entertainment. Work closely with Kenyan media to localize messaging, use social platforms for interactive communication, and organize promotional events (film screenings, sports activations, cultural workshops). Visual materials – short videos, infographics – can help establish these links in an engaging, accessible way.



Run educational campaigns about Poland in Kenya's media space

Organize dedicated educational and media campaigns to increase knowledge about Poland in Kenya and build a more varied, positive image. Current mentions are limited and incidental – an untapped opportunity to promote Polish achievements and cooperation.

Target various audiences (youth, students, entrepreneurs, general public). Core content can cover Polish culture, science, the economy, and cooperation with Kenya – emphasizing attractive, engaging elements such as university successes, technological innovation, and joint educational/development initiatives. Work with local media to publish articles and reports about Poland, organize study visits for Kenyan journalists, and produce

youth-oriented social content. Cultural/educational events (Polish culture days, film screenings, workshops on Polish technology/innovation) are also valuable.

Prepare educational materials in local languages (e.g., Swahili) to broaden their reach. Involving Kenyan educational and cultural institutions will enhance effectiveness and authenticity. Regular campaigns can markedly increase Poland's visibility and reinforce its image as innovative, cooperative, and culturally rich – also serving as a counterweight to negative narratives.



Increase engagement on Kenyan social media

Intensify activity on social platforms – crucial channels in Kenya, especially among younger audiences. Our analysis shows Poland is not sufficiently visible; existing mentions are usually neutral or incidental. There is strong potential to use these platforms to promote positive narratives.

Create content tailored to local interests, presenting Poland as innovative, collaborative, and offering compelling opportunities in education, culture, technology, and economic cooperation. Tailor language and topics to local specifics; using Swahili alongside English can boost accessibility and authenticity. Prioritize interaction: respond to comments and questions, and host online events (e.g., live streams tied to key moments). Cooperate with Kenyan journalists and creators whose content can organically promote Poland to broad audiences.

Greater social engagement will improve reach and strengthen positive associations with Poland. Consistent presence will build trust-based relationships and may translate into greater interest in Poland as a country with rich cultural heritage and a modern approach to global challenges – forming the basis for a long-term communication strategy in Kenya.



www.humandoc.pl