Social Media, Racial Intolerance, and Peace Journalism: The Case of Kenyan Twitter and Facebook Use

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Abstract: *The following questions serve as the basis for this article's discussion on social media, racial prejudice, and peace journalism: (1) What Facebook and Twitter posts are to blame for the racial tensions in Kenya? (2) Does ethnic animosity "kill" peace journalism on Facebook and Twitter? And (3) how can we use Facebook and Twitter to promote peace journalism? Bojana Blagojevic's (2009) model to comprehend the complexity of ethnic conflict and its causes served as the basis for the study.*

Keywords: Article, Racial, Ethnic, Journalism.

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