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Generativity is a Core Value of the ESJ: A Decade of Growth

Erik Erikson (1902-1994) was one of the great psychologists of the 20th century[1]. He explored the nature of personal human identity. Originally named Erik Homberger after his adoptive father, Dr. Theodore Homberger, he re-imagined his identity and re-named himself Erik Erikson (literally Erik son of Erik). Ironically, he rejected his adoptive father's wish to become a physician, never obtained a college degree, pursued independent studies under Anna Freud, and then taught at Harvard Medical School after emigrating from Germany to the United States. Erickson visualized human psychosocial development as eight successive life-cycle challenges. Each challenge was framed as a struggle between two outcomes, one desirable and one undesirable. The first two early development challenges were 'trust' versus 'mistrust' followed by 'autonomy' versus 'shame.' Importantly, he held that we face the challenge of **generativity** versus **stagnation in middle life**. This challenge concerns the desire to give back to society and leave a mark on the world. It is about the transition from acquiring and accumulating to providing and mentoring.

Founded in 2010, the European Scientific Journal is just reaching young adulthood. Nonetheless, **generativity** is one of our core values. As a Journal, we reject stagnation and continue to evolve to meet the needs of our contributors, our reviewers, and the academic community. We seek to innovate to meet the challenges of open-access academic publishing. For us,

[1] Hopkins, J. R. (1995). Erik Homburger Erikson (1902–1994). *American Psychologist*, 50(9), 796-797. doi:http://dx.doi.org/10.1037/0003-066X.50.9.796

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generativity has a special meaning. We acknowledge an obligation to give back to the academic community, which has supported us over the past decade and made our initial growth possible. As part of our commitment to generativity, we are re-doubling our efforts in several key areas. First, we are committed to keeping our article processing fees as low as possible to make the ESJ affordable to scholars from all countries. Second, we remain committed to fair and agile peer review and are making further changes to shorten the time between submission and publication of worthy contributions. Third, we are looking actively at ways to eliminate the article processing charges for scholars coming from low GDP countries through a system of subsidies. Fourth, we are examining ways to create and strengthen partnerships with various academic institutions that will mutually benefit those institutions and the ESJ. Finally, through our commitment to publishing excellence, we reaffirm our membership in an open-access academic publishing community that actively contributes to the vitality of scholarship worldwide.

Sincerely,

Daniel B. Hier, MD

European Scientific Journal (ESJ) Natural/Life/Medical Sciences

Editor in Chief

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ESJ Humanities

From Online to Offline: Presentations of Self and Partner Searchin Techniques among Women in Turkey on Dating Sites

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Abstract

Online dating platforms (apps or websites) have become instruments that are increasingly used by women in their practices of looking for a partner for romantic and/or sexual purposes. This paper focuses on discussing women's self-presentation (also called impression management) methods and their strategies for evaluating themselves as presented both offline and online within the context of *habitus*. To this end, field data were collected with the netnographic method on the dating site called "OkCupid". Afterwards, 11 university-educated white-collar women who were users of this platform in Turkey were enrolled in a semi-structured in-depth interview. While dating sites have offered women new opportunities in the intimacy market within modern society, relationships that start online and continue offline may not provide the anticipated satisfaction among daters due to several structural and technical reasons. The results of our analysis indicate that firstly, this online platform creates the insatiable idea in the minds of daters that they will find a better partner candidate at any moment. Furthermore, it decreases the possibility that daters that like each other will make long-term investments in each other. Secondly, after the rationally-built presentation of the self on the online stage, the mystery which brought about the emotional attraction has been significantly removed from the offline stage.

Keywords: Dating Platforms (app, website), Habitus, Presentation of Self, Impression Management, Sequential Stage

Introduction

In the digital age, the constraint of technological change and transformations within social life has subjected the intimacy market to a drastic alteration[1]. Over the last few decades, agents, who are defined as daters, have started their romantic relationships and sexual connections via online dating platforms of which its use and popularity are increasing day by day (Rosenfeld, Thomas & Hausen, 2019) [2]. Accordingly, daters perform their partner search in two sequential stages, that are online and offline, respectively. With the addition of a new stage to the partner searching techniques, the location where daters perform their first presentation of self has been moved from the offline public space to the online private space. Those platforms separate partner searching spaces from a series of public spaces such as school, workplace, entertainment, and recreational areas (Smith & Duggan, 2013). Furthermore, computer/mobile phone-mediated communication frees the partner searching activity from traditional instruments (i.e., dating agencies, newspapers matrimonial ads, and TV matchmaking programs) by putting it under the supervision of a third and natural/legal persons and individualized it. The process of eliminating inequality of women against men in the intimacy market (Dihn, Gildersleve, Blex et al., 2021) provides an improvement at a certain level and change to the spaces and tools of partner search (Scharlott & Christ, 1995). Indeed, in these modern times in which traces of the patriarchal society linger on at different scales depending on the social structure, men dominate public spaces such as streets of the city, entertainment venues, and cafes (McClean, 2014).This is with respect to the use and control of the space (Beebeejaun, 2017). On the other hand, women behave in accordance with the norms related to femininity and sexuality, while also trying to avoid social indictment and stigmatization. With online platforms, women bypass mediators such as family, neighbors, and close friends who impose supervision on them.

However, in the use of such an expanded space, female daters who possess relatively equal means to men continue to perform their presentations of self/impressions more independently and competently than in the past in the online realm, which is the first stage of the intimacy market. Part of the interactions between daters that starts online continues offline later. By these means, women seems to get a better chance to experience intimate relationship

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[1]This article focuses only on heterosexual relationships.
[2]In 2017, while there were 3.02 million active (free/paid) dating site users in Turkey, this figure reached 7.45 million in 2020, which corresponds to a 46% increase in the number of users in three years (Online Dating Turkey, 2021).

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practices, which seem less "legitimate, especially for women, on the second stage, with the positive influence in their minds from their performance on the first stage (Mergström, 2012, p.115).

This article analyzes online dating platforms using practices of educated, working, urbanite, and middle-aged women from the perspective of presentation of self/impression management in Turkey where semi-industrialized, acute traditional, and modern forms of life exist together. Following the theoretical approach and the methodological framework, the article attempts to comprehend the social reasons that make women orientate towards such platforms. Next, the article studies self-representations/impression management of women who use those platforms and the selves presented by the partner candidates will be analyzed, without objectifying them and exposing them as another, in light of the meanings they attribute to their actions

In modern society, like men, women gravitate towards a model of living which is more calculated, planned, and features reason rather than emotions in their private lives, and it is based on social relationships within the constraints of urbanization, individualization, production and consumption, and technology. Daters want to find themselves the most suitable partners by using their time and energy at the lowest cost. Hence, they have been leaving the traditional methods and meeting environments and preferring the internet in recent years[3]. The number of users on dating platforms is rapidly increasing both in Turkey and around the world. The first online dating site was established in the US in 1994 (Wrench & Punyanunt-Carter, 2017, p.6). Later on, with the rapid climb in the number of dating platforms, platforms have also been diversified qualitatively by all kinds of pleasures, likening, and sexual orientation. According to the 2021 data, around the world, there are 371 million paid/free online dating site users. By gender, two in every three daters are men (31% women, 69% men) (Online Dating Worldwide, 2020). In Turkey, which is a transition country between Asia and Europe, siberalem.com was opened as the first dating site in the country in 2000, six years later than the US (Özseyhan et al., 2012). There were 8.7 million paid/free online dating site users in Turkey in 2021. Of the users, 21.7% are women while 78.3% are men (Online Dating Turkey, 2021). In other words, there are significantly more men in the online intimacy market in the country compared to the world's average.

Like in the industrialized Western countries (Dutton et al., 2009, p.3-18), there have been a significant change in the rate of institutions/instruments that mediate/contribute to the meeting of future wives and husbands in

[3]Whereas 2% of heterosexual couples met on the Internet in the US in 1995, the percentage reached 37% in 2017 (Rosenfeld et al., 2019).

conjunction with the increasing numbers of dating site users in Turkey. For instance, the percentage of family/neighborhood as the mediators that allow future married couples to meet decreased from 84.4% in 2006 to 78% in 2016. On the other hand, the percentage of the Internet as the meeting environment of future married couples remained the same at 0.1% in 2006 and 2011, and it increased to 0.6% in 2016 (TR Ministry of Family and Social Services, 2019, p.114). While representing a small portion within the total number, the percentage tending to increase quite rapidly in recent years suggests new trends in the market of intimate relationships. Notably, the percentage of those who meet online and get married is 0.6% and 1.2% in İstanbul and İzmir, respectively. These are the two most prominent cities of Turkey that are cosmopolitan in nature and Western in outlook (Turkish Statistical Institute [TUIK], 2016).

Consequently, there are no quantitative data on stable relationships outside the conjugal union, or "liquid loves" as called by Bauman (2003), and intimate connections that occur via the Internet in Turkey. However, our field observations suggest that the search for intimate relationships and the establishment of new connections via the Internet are common practices among white-collar single women who are at least university graduates in İstanbul, the biggest metropolitan city in Turkey, where the field research was conducted.

Theoretical Framework

The greatest novelty that dating platforms offer daters is the opportunity of a new presentation of self/impression management, which is quite different from the offline world where face-to-face (FtF) social interactions occur. Presentation of self/impression management which, is used synonymously, is a concept introduced to sociology by Erving Goffman in a period when computer-mediate communication (CMC) that supports interactions were not part of social life. Presentation of self/impression management is a conscious or unconscious process through which an agent organizes and controls true or distorted information in social interactions and tries to influence others' perceptions of themselves, another person, object, or event.

Goffman points out that agents gravitate towards impression management with various motivations such as consolidating their social status, exhibiting themselves as being better and more valuable than their competitors, or simply for their own self-esteem and desires. Agents create two types of impressions for their surroundings to express themselves in the interactions. One of them is the impression they give, and the other is the impression they send out. According to Goffman, the former refers to verbal symbols and their equivalents. Giving an impression is a process of

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constructing the self that one works on consciously. Sending out impression is the sum of unconscious action, schemas outside the control of agents, in which they pretend simultaneously with their conscious actions (Goffman, 1959, p.2).

In Goffman's dramaturgical approach, the agent carries out the preparation phase of constructing the self and prepares for their role in the background. Later, the agent interacts with others and performs their role with their appearance and attitudes on a physical or virtual platform that is called the front stage.

In those action schemas, conceptualized by Pierre Bourdieu as *habitus*, the agent both sends out impression and analyze and evaluate the impressions sent out and given by others through comprehension and mental structures that they gained via the socialization process and their own dispositions such as stances, behaviors, and attitudes.

However, matching algorithms of dating platforms can organize answers given by daters to a series of questions in their true or distorted form to control their feelings, thoughts, and behaviors, thereby manipulating and directing their impressions of the outer world (*see* Tong et al., 2016). For example, there is a limited number of potential partner, candidates within the social circle of the agent in the offline world, which is shaped by their socioeconomic status. Nevertheless, this new instrument offers or pretends to offer potential partner candidates in the intimacy market more than women and men can choose in traditional living spaces such as schools, workplaces, and entertainment venues (Illouz, 2012, p.182-183). As articulated by the evolutionist David M. Buss, dating platforms "give their users the impression that there are thousands, or even millions of potential partners for them there" (Sales, 2019). In this case, differently from the offline world, this technical instrument creates the insatiable idea in the minds of daters that they will find a better partner candidate at any moment. How online platforms have created the impression of transition from the "market of scarcity" where there is a limited number of partner candidates to the "market of abundance" where partner candidates are limitless changes daters' expectations of the relationships. The possibility to replace an old product found in a catalog with a new one at any given time (Illouz, 2012, p.182) makes it difficult to attach and invest in the current product. In the offline world where the number of partner candidates is limited, face-to-face gatherings such as *Bachelors ball* (Bourdieu, 2002) or meetings joined by mediators such as family, neighbors, friends, and professional matchmaking firms, or the matchmaking shows on TV, aim to introduce the person to a candidate and build the conjugal union as soon as possible. On the contrary, online platforms offer one-day, short- or long-term relationship choices at first rather than marriage. The impression of limitless choices transforms not only the impression management of daters

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during the partner search but also their roles within the relationship. While structures based on the conjugal union reproduce the traditional gender roles in society by nature (Kauffman, 2002, p.135), the constant possibility to find a better partner ambiguates the traditional roles and responsibilities of women and men, thereby decreasing the mutual expectations for a shared future. At least, the online platform itself creates such an impression on the user.
Consequently, this online instrument evaluates profile information of daters who are looking for partners for a romantic and/or sexual relationship and creates the impression that it will find the best candidates in the intimate relationships market through computable, foreseeable, and measurable quantitative data. The impression created by the instrument on daters transforms their attitudes and behaviors and compels them to develop new impression management strategies depending on its directions and the means offered by it.

In this new intimacy market, relationships are performed in a sequential-double-stage world in which each of them has a front stage and a backstage. First, daters construct a self online and create an impression about themselves. Next, they conduct a new performance on the offline stage based on the knowledge and expectations brought by that impression. On this second stage, bodies shaped are revealed by social experiences rather than the strategy used in interacting with each other.

In the offline world, agents perform through appearances such as clothing, hairstyles, accessories, and attitudes such as carrying the body, use of voice, and stance. Whereas, these are replaced by texts and photos which can be tempered freely in the online world. The presentation of self, which is visually and verbally carried out through the body for a certain tangible other person in the offline world, is directed towards a generic and abstract mass in which personal selves is gathered in the online world (Illouz, 2007, p.78-80). Matching algorithms mobilize the mind rather than the emotions, transforming practices and performances of relationships qualitatively and quantitatively. Eva Illouz describes this change as "intellectualization, rational management of the flow of encounters, visualization, commensuration, competitiveness, and maximization of utilities" (Illouz, 2012, p.180-182).

Methodology

The online environment is a space where agents interact with each other through writing, icons, voices, and fixed or motion images synchronously or asynchronously. In addition, the relationships that people have here harbor several creative and imaginative thoughts, but the online environment is still the extension of the real world (Ben-ze'ev, 2004, p.2).

Furthermore, it was designed and conducted through qualitative research, firstly the nethnographic observation and then the in-depth interviews, for examining how women construct their presentations of self in the transition process from online stage to offline stage in the article. To this end, an online dating platform called “OkCupid”, which was founded in the US in 2004, did not provide language support in Turkish at the time the research was chosen for collecting data[4]. Prior to the in-depth interviews, for examining how platform users create their online profiles, a profile with no profile picture was created for an average single male who is 44 years old, a university graduate, speaks English, and looks for a short- or long-term partner who is 33-52 years old and lives not more than 50 km away from the central İstanbul. With the netnographic method (Kozinets, 2015) which is adapted from ethnographic field research methods to review cultures and communities constructed through computer-mediated communication, a full observation was attained without interacting with other participants in any way. In this method in which the identity of the researcher is unknown to the community members, the profile remained as a passive participant despite being a member of OkCupid. Profile information of the first hundred women suggested by the matching algorithm for the male profile was recorded to be analyzed later. Even though these online profiles were created as open to access by an anonymous community, no written or visual information that would disclose the identities of the profile owners was utilized in the article (Kalinowski & Matei, 2011). Only the places where the profile photos were taken were examined, and questions were prepared for the open-ended and semi-structured interview form based on the profile information (relationship status, desired duration of relationship, pleasures, expectations, personal requests, etc.).

Field Research, Participants, and Profile of the Sample

Next, in-depth interviews were conducted between August 2019 and February 2020 by using a sample of women who were using the platform, were university graduates, finished their early youth, and living in Istanbul. Following the two pilot interviews, the open-ended and semi-structured interview form was finalized. The participants interviewed for this study were 11 women between the ages of 35 and 49. The interviewees were reached with the snowballing method through contacts. They were told about the purpose of the research and assured of the confidentiality of their credentials. Three of the interviewees gave their consent for voice recording. Written notes were taken in the remaining interviews. Furthermore, digitally recorded interviews and each written note taken during the interview were analyzed after verbatim transcription through the process known as “open coding”. All 11 participants

[4]After the completion of the field study, the platform started to support Turkish as a second language for the first time in the world in March 2021.

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were working women living alone or with their children (two of them each have a child). Four of those women were divorcees. The participants were assigned numbers from one to eleven and their information including age, marital status, and being with or without a child was provided within brackets.

Table 1. Profile of the sample

Participants	Age	Occupation	Materials Status	Child
Interviewee [1]	49	Finance	Divorced	1
Interviewee [2]	43	Investment-real estate	Single	---
Interviewee [3]	39	Physician	Single	---
Interviewee [4]	44	Executive Assistant	Divorced	---
Interviewee [5]	41	Lawyer	Divorced	---
Interviewee [6]	35	PR specialist	Single	---
Interviewee [7]	36	Textile engineer	Divorced	1
Interviewee [8]	41	Mid-level executive	Single	---
Interviewee [9]	38	Architect	Single	---
Interviewee [I0]	39	Translator	Single	---
Interviewee [11]	48	Financial specialist	Single	---

Research Limitations

The research was limited to the women who were users of OkCupid only. It exists in tens of other platforms that are popular and have millions of users both in Turkey and around the world such as Tinder, Hot or Not, and Happn. It is thought that there is a group of daters who have different socioeconomic profiles on different platforms. Notwithstanding, these considerations were outside the boundaries of the research. The second limitation is the credence of participants' statements. The reliability of research on sexuality practices and intimate relationships is a controversial topic in the literature of sociology (Lewontin, 1995, p.24-28). It is known that interviewees might not always speak with all sincerity on a private matter. Hence, very extreme statements of the interviewees were avoided for citation, but frequent themes from their statements were focused on. It is not possible that events do not repeat in the same way due to the fluid structure of the social world. However, there was an attempt to check the conformance of the data obtained in this study with some of the previous studies in the literature (Kauffman, 2002; Illouz, 2007; Bergström, 2016; Sharabi & Dykstra-DeVette, 2019; Bergtröm, 2019). The third limitation is about the hundred daters who were suggested by the matching algorithm and whose online profile information was reviewed by the author. Although the matching algorithm selected those daters according to our criteria, we do not know the exact evaluation criteria of the algorithm. The interviewees also had reservations about these criteria: "It suggests two people. Both have very high scores but

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are irrelevant people" (Interviewee [2], 43 years old, investment-real estate, divorced, and no child); "One answered ten questions, the other one answered 100 questions. How could they have equal scores?" (I11, 48 years old, financial specialist, single, no child)

The qualitative research method used in this study does not include any claim that the interviewed samples represent the whole population. However, we think that our data generation technique provides important information about the group of women who are urbanite, educated, have a career, and use dating sites in Turkey.

Profiles of Online Daters

Daters who take action on the dating platforms in Turkey do not represent a homogeneous group as far as socioeconomics is concerned. In 2020, 36.4%, 22.7%, and 40% of all platform users were of lower, moderate, and higher-income groups, respectively (Online Dating Turkey, 2021)[5]. With no quantitative data on which income group is concentrated in a certain platform, based on the interviewee statements in the research, male profiles can vary by platform: "When it first came out, I was on Tinder, and then, it became a total disaster. Everyone was there. Then I went over to OkCupid because the questions were in English, thinking that it was a bit more elite place and there might be more decent people. But half of the people on Tinder are there now." (I2, 43 years old, investment-real estate, divorced, and no child) "I wrote the profile information in English fully. This way, I think I could eliminate people with a lower education level" (I3, 39 years old, physician, single). The fact that there is a shift among new daters from higher to lower socioeconomic groups on the dating platforms does not only apply to Turkey. This is also the case on the world scale with the democratization of the Internet. For instance, while the proportion of dating platform users at the age group of 25-65 who were executives or intellectual professionals was two times higher in France in 2016, the percentages were equalized in 2018 (Institut français d'opinion publique [IFOP], 2018). However, the democratization of the user population causes groups with higher socioeconomic status to migrate to online platforms that are considered more elite compared to popular platforms so that they can distinguish themselves from others (Bergström, 2016, p.17).

It is seen that age-dependent change in the social circle influences the shaping of age distribution among online daters. Young agents at the university age are more likely to find partners from their schools and circle of

[5]Globally, of the online dating platform users, 36% are from lower-income groups, 34% are from moderate-income groups, and 30% are from higher-income groups (Online Datings Worldwide, 2020)

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friends that has yet to be consumed. Hence, the proportion of the age group (18-24), which is at the university age, is only 17.39% among the dating platform users in Turkey. On the other hand, during the years when the relationship with the school is over and the career begins, the social circle is replaced with people from the professional environment. Therefore, as the circle of friends shrinks and is used up and the peer group starts to live as couples or families, agents resort to looking more for partners online. For instance, the age group of 25-34 corresponds to 47.83% of all dating site users.[6] With older age, the rate of using these platforms decreases since more and more people become couples. Nevertheless, for the abovementioned reasons, the most efficient space where women living alone can find a partner as they get older seems to be the online dating platforms: “It was something we would make fun of 20 years ago, asking a friend ‘Is there anyone you can hook me up with?’ But at your 40s, everything is so cast in concrete that your life, your circle slows down and shrinks” (I2, 43 years old, investment-real estate, divorced, no child).

Agents Who Become Lonely

With familial and friend bonds starting to dissolve in modern society, the fact that agents become lonely in high building complexes within the metropolitan environment and the possible discomforts of having a romantic and/or sexual relationship with someone from the workplace prompts them to search for a partner outside the traditional meeting environments:

> I do not have any other space to find myself a partner. I am at work all day on weekdays, there is the kid at home; I have nowhere to socialize with others. Most of my acquaintances are married, and I will not find anyone from the business circle; it gets tricky. That is why I ended up with this application (I1, 49 years old, finance, divorced, one child).

With a flowing rhythm accelerating day by day, daily life causes a change in the templates of traditional social life. This social situation called disruption of everyday life (“*dislocation de la vie quotidienne*”) shatters the central position of fixed structures in our lives such as home, workplace, family, and place of residence (Virilio, 2010). As the time pressure arising from “mobility” and “speed” weakens the quality of social relations, daters perform their presentations of self via social media and internet applications in place of the traditional social circle. Online space allows daters to expand

[6]In 2020, the age of the dating platform users in Turkey were 26.9% for 35-44 and 87% for 45-54 (Online Dating Turkey, 2021). Moreover, 43% of all users are in the age range of 25-34 as the largest user group, followed by 35-44-year-old users by 25% (Online Dating Worldwide, 2020).

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their social network and make their first contact with people with whom they have no chance to meet under normal circumstances.

> I have been working at the same place for six years. About 80% of them are 10-15 years younger than me. The rest of the team is comprised of women. You cannot find anyone from the workplace anyway, period. I see many people during the day, but I do not like the group I deal with much. When there is a signal from them, I shut myself down. I do not even let it. The flow of life is clear: home, work, traffic, etc. Where would I find him? Friends are the same, and I cannot bring myself to join daytrips yet. Therefore, I resort to online dates. (I2, 43 years old, investment-real estate, divorced, no child). I signed up for the platform to increase my chance of meeting someone, which has become very difficult for reasons such as heavy private sector workloads, and long hours in İstanbul traffic. It is a last-ditch effort (I8, 41 years old, mid-level executive, single).

In the face of such timewise and spatial narrowing in the everyday life, online dating platforms promise lonely daters to find the best possible partner candidate by using the sources at hand in the most efficient way, or at least, they create an illusion of it.

Suggestion of a Friend

Notably, the women in search of new partners stated that they signed up on the dating platforms with the suggestion and even insistence of their female friends with whom they had relatively strong bonds.

> I do not understand and am afraid of these things. One day, we were at home with the girls, and they signed me up. They convinced me that it would be good for having some fun, having a conversation, and overcoming my loneliness." (I4, 44 years old, executive assistant, divorced, no child). "After I had broken up with my boyfriend, I killed time by sitting at home, watching movies and shows for a long time. Then, you say, 'It would not be bad if there was someone in my life.' One day, we, four girls, were sitting together. One of them said, 'Why don't you sign up on Tinder?' Two of them were married, and one was single. I would not have expected that she had a Tinder account. By the way, I am very open to others. I mean I signed up as a social experiment (I2, 43 years old, investment-real estate, divorced, no child).

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Intentions of Daters

Examining the profile information, it is possible to divide the expectations of the female OkCupid users regarding the nature of relationships they seek into five groups. The first group actively looks for a romantic partner who will meet their long-term emotional needs. The second group looks for friends only. The third (short term), fourth (hook-up), and fifth (open to non-monogamy) groups are in the search of relationship forms that are considered only specific to and legitimate for men in the patriarchal social order. In the choice of relationships varying from one-night stands, hook-ups, to monthly and short-term relationships, in which both parties do not see each other as couples (Eastwick et al., 2018, p.749), women are seemingly in search of a "reasonable" man who will not interfere with their lives but also meet their emotional and physical needs. Those who are open to non-monogamy represent a negligibly small group. However, those groups are not homogeneous. As found in the profile reviews, the majority of these users included more than one of the choices above in their search criteria with different combinations.

Although a relationship that involves long-term verbal or legal obligations is the objective for many, women get the impression that they could not find the best one before trying all products in the economy of abundance.

> I would like someone with whom I will be together forever, but I know it is hard to find someone like that, and I cannot find him without knowing people, trying, and giving them and myself a chance. Maybe I am fooling myself thinking like this; in fact, I do not want to get attached to anyone. I really do not know... (I10, 39 years old, translator, single). Playing around, and being with someone is okay, but I am always asking myself if he is the right one or worth messing about my life (I5, 41 years old, lawyer, divorced, no child).

As stated by Pascal (1999, p.44), "human," as a social being, "is unhappy only because they cannot stay in their room silently." Therefore, the modern human becoming lonely among crowds needs another one at some point even though they are happy in their closed world at home. "I am happy with being with myself, living with my cats at home, but you sometimes want it; being with someone, having a conversation, eating, nice words..." (I10, 39 years old, translator, single).

Normalization

Online daters faced suspicion from society when such platforms were introduced in the US for the first time. Offering an anonymous community,

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the online profiles that they create at their pleasure like a marketed product, daters were stigmatized as unreliable, lying, and deviant people who go after one-night stands. Such perspective has yet to disappear (Doan, 2010, p.31). Nevertheless, access and participation in online dating platforms are rapidly increasing due to the abovementioned constraints of daily life. Consequently, the performance of searching for a partner for romantic and/or sexual relationship via those platforms is becoming ordinary and normal in the eyes of society. As emphasized by Daniel Patrick Moynihan (1993) in his article *Defining Deviancy Down*, society reorganizes its norms in accordance with the needs of the time. As for the Turkish people, dating platforms have been gradually ceasing to be a space where only womanizers or those who refrain from their circles exist with their secret and anonymous identities. With the change in cultural norms, agents from all levels of careers, students, younger and older people, and women and men are in the search of a long-term relationship or a short-term pleasure via those socially acceptable platforms. Nevertheless, it seems that not all platform users are ready to share it with their families, colleagues, and friends openly. Accordingly, daters follow different strategies for the presentation of self.

For example, the interviewed women had different opinions on sharing their photos on their profiles despite the rapid increase in the number of platform users in Turkey.[7] As reported by an interviewee who returned to Turkey after having studied for 4 years in Canada, there is basically no difference between sharing a photo that discloses the identity on dating platforms and sharing photos on other social networks. The interviewee stated that “Sharing your photo here explicitly is as normal as sharing photos on Facebook or LinkedIn. Why would looking for a friend be something to be ashamed of? It is not disgraceful” (I6, 35 years old, PR specialist, single). One interviewee told us that she was looking only for a friend and another interviewee with no child considered it unacceptable to create a profile with a photo that shows no face. “There can be no excuse of not uploading a photo. I have a family, friends, and a business circle, too. It is nothing to be ashamed of to want to meet new people and talk to them.” (I9, 38 years old, architect, single).

On the other hand, women with children act more cautiously when presenting their selves due to social pressures. Only then, can they play the roles suitable for the values registered by the society (Goffman, 1959, p.35).

> I am a mother, I do not want my colleagues or mothers of my child’s friends to see me here. It is not normal for someone with a career to share their photo here anyway. Everyone suspects

[7]It was found that women uploaded their photos which show their faces clearly in 93 out of 100 female profiles suggested by the algorithm on OkCupid.

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> men with no photo, and thinks that they are married, but I think no photo is the right way, especially in a society like ours (I1, 49 years old, finance, divorced, one child).

Another interviewee who was divorced one and half a year ago and has a two-year-old child said, “If I had not been a mother, I would have shared my photo. It is already a big step for me to create a profile here” (I7, 36 years old, textile engineer, one child). As understood from these statements, sacredness attributed to motherhood and pressures of roles expected from a divorced mother in Turkish society can limit women’s elbowroom even online and prevent them from putting their photos on their online profiles.

Creating Online Profile

Creating profile on dating platforms is the first step of impression management for online daters. However, giving others an impression is not a random act. As highlighted by Goffman, the first impression on people is important within the flow of daily life (Goffman, 1959, p.11). Hence, daters work on the first impression meticulously. Nonetheless, there is a significant difference between online interactions and real-world or physical interactions. In offline, physical interactions, daters have historically subjected each other to a series of criteria that disclose their appearance including *hexis corporel*, which refer to the attitudes they internalize unconsciously such as stance, forms of carrying the body, bodily arrangements, eating style, use of voice, and *hexis vestimentaire* such as hairstyle, makeup, wristwatches, and jewelry which are associated with the body as the symbol of pleasures and status (Bourdieu, 2000, p.291).

In online interactions, daters give the impression through profile photos that they carefully prepare and information including age, gender, occupation, having/not having any child or pet, educational levels, the prestige of being an alumni, the neighborhood of residence, and they receive the impressions sent out by others (Bergström, 2016). Playing the roles of giver and receiver, daters communicate with each other almost silently by encoding their own profile information and decoding the profile information they read (Tong et al., 2020).

Hence, visual and textual presentations, as indicators through which pleasures, tastes, and choices are expressed, define the limits of the relationship between daters and others and become the tools with which they will make them feel their symbolic domination. While presenting their own selves via visual and textual instruments, daters also analyze and evaluate visual and textual presentations of the self, provided by the suitors who sent those messages, or the partner candidates suggested by the algorithm. During this evaluation process, the dater assesses the partner candidate’s presentation

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of the self based on perceptions, tastes, pleasures, action schemas, and dispositions (*habitus*) that they internalized and incorporated (*incorporé*) from their families and social circles (Bourdieu, 1982). This assessment/evaluation process is also accompanied by an evaluation score that presents the harmony/similarity of the two people matched by the algorithm on a scale of 100 points like a direct rational measure.

Ultimately, in those impression management practices, online daters present their own selves in the most ideal way for performance of intimate relationships that they desire in the eyes of others, as in the "looking-glass self" metaphor of Cooley (1964, p.184), while evaluating others' presentations of self. Appearances and attitudes in the offline world are replaced mainly by photos in the online world.

> You feel so many things when looking at a photo for matching with a congenial one at last. For example, first of all, I check whether he is wearing denim. I do not like suits. It says he attaches too much importance to his job. I also see that in men. I try to make certain inferences." (I2, 43 years old, investment-real estate, divorced, no child). "You can actually get what kind of a man he is from the photo. Some are gentlemen, others are clowns. He makes a show with his brand watch, car, or muscles. Hilarious, miserable types... (I5, 41 years old, lawyer, divorced, no child).

Through the framed instances that are photos within the flow of life, daters usually create an individual résumé in trying to exhibit their cultural and economic capitals which distinguish them from the majority of society, whether consciously or unconsciously (Goffman, 1986). Hence, in many images, female daters send out the impression that they have the time and financial means to spend for esthetic experiences at places considered luxury and class compared to the average in Turkey. When doing so, they use standardized, similar photos in line with the cultural values, norms, and tastes that are desired and held valuable within the consumer society.

Despite not representing the population, 38 of the 100 online profiles reviewed in the study (some of them had multiple photos) had photos taken at popular destinations (seemingly Paris, Rome, Venice, Barcelona, etc.) other than the ones taken in Turkey. The profile owners tried to create an impression of themselves with 48 photos taken in a luxury hotel, restaurant or bar; 14 photos inside a car; 15 photos doing sports such as surfing, skiing, paragliding; and 24 photos taken alongside pets including cats and dogs. "I have not thought about why I put my photos taken abroad on my profile before. I think I wanted to show that I like going on trips and do not want to be all alone at

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home during holidays." (I4, 44 years old, executive assistant, divorced, no child)

Even if faces are hidden on the profile, the photo is used by daters as the most important tool to exhibit the social status, tastes, and pleasures in relation to cultural capital.

> I did not make much effort when creating the profile or follow any strategy. My first rule is not to show my face because most of the men I work with are here. But it was about giving something about me. So that people can see where I eat, drink and go, they can have an idea and accompany me there. (I2, 43 years old, investment-real estate, divorced, no child).

In the presentation of self and the process of having an impression of others, the second most important tool is the personal information on the profile and the language skills. In the profiles reviewed, it is seen that online daters send out the impression that their socioeconomic statuses are better (products) than their competitors in the market through texts as with photos. Therefore, daters often write on their profiles that they indulge in physical and mental health performances, which have become consumption objects and signs of social and cultural status (e.g., yoga, Pilates, eating at good places), and cultural activities (oversees vacations, exploring new locations) (Stempel, 2018). In line with Gabriel de Tarde's principle (2018, p.240), "subordinates imitate superiors", as people with relatively poorer economic and cultural capital try to imitate tastes and pleasures of richer ones, those tastes and pleasures not only gain value and superiority but also renew themselves by becoming a standard on profiles. Furthermore, as fresh online daters find out about such standardized pleasures and tastes of the daters in their area of interaction and imitate their communication tactics and strategies for the presentation of the self, they gain the advantage of moving more easily within the area and dominate the area (Goffman, 2017).

> I was not much sure about what to write when creating my profile. I also checked what other women wrote. I think they influenced me a bit, I copied them." (laughs) (I7, 36 years old, textile engineer, divorced, one child). This standardized presentation of pleasures, tastes, and social statuses is also performed by male daters as much as female daters. "It is actually an interesting environment. As if everyone was a traveler, adventurer... (I5, 41 years old, lawyer, divorced, no child).

The text used by daters when creating a profile, their writing styles when communicating with others, their language skills, and mastery are the

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important part of the presentation of self (Ellison et al., 2006). Whether a person uses the language with strong or weak codes during the communication (Bernstein, 1975) is a significant element that indicates their cultural and symbolic capital. Women that are educated and working hold this skill important when evaluating other presentations of self. “How he addresses others, whether he can write affixes properly is very important to me. (I1, 49, finance, divorced, one child). “He wrote, ‘Slm’ (short form of “selam”, the Turkish word for ‘hi’) and stopped right there. My 10-year-old niece writes to me like that. He should be more respectful and attentive.” (I2, 43 years old, investment-real estate, divorced, no child).

Being in the Catalog

After having signed up on the platform, daters prepare their visual/textual presentations of self prior to profile creation. They also answer a series of questions on the platform about their tastes, pleasures, and preferences. By this means, daters are included in the catalog like a product to be marketed. Next, the algorithm makes calculations for matching the prepared product with other ones. Accordingly, the algorithm starts to suggest candidates with the highest similarity to daters measured by a scale of 100 points from the catalog. In light of this information, daters evaluate the candidates suggested for them. The biggest advantage of this phase over the offline life is the comfort of not being in the same physical environment with the potential partner candidate. Indeed, in this space where there is no face-to-face interaction, no one feels the urge to be well-groomed, makeup, or wear an ironed, clean and nice outfit. Until the first meeting where the bodies will get together in the offline space, daters have the opportunity to prepare for their self-presentations on their phones or tablets and to hide and change all their defects by their own perception, and also write and present their stories freely and design the meeting time at their own convenience. In their profiles, parties use their images which they deem the most suitable for representations of femininity and masculinity according to another’s perception. In a research that checked the accuracy of online presentations of 80 dating site users with the cross-check method, it was found that the men lied about their heights the most whereas the women lied about their weights the most. It was observed that both genders cheated in the area of presentation the most through techniques such as makeup, design, exposure, lighting, and framing to support their lies (Toma et al., 2008, p.1023–1036). There is also the possibility that those images were embellished with cheats such as Photoshop or were genuine but noncurrent due to having been taken five or ten years ago. Nevertheless, since it is still possible for parties to meet face-to-face, numerical cheats about age, height, weight, and visual cheats such as Photoshopped images are not much exaggerated (Ellison et al., 2011). “I do not cheat in my photos. Maybe

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there could be a little Photoshop. Consider it makeup. But in a meeting... It was obvious that he used his photo from ten years ago. I said nothing. I drank my coffee, said I had something to do, and left." (I8, 41 years old, mall management firm, single).

However, one should not infer that daters would always act strategically and be imposters or tricksters to check others' perceptions in the online phase. On the contrary, daters may expose the online presentation of their emotions more sincerely than in the offline space. In this environment where the body has yet to be involved in the relationship and textual and iconographic communication is carried out, "the waist is a terrible thing to mind" as told by Walther (1996). Therefore, the expression of emotions can be even more powerful than an offline relationship. Furthermore, the dater who can build a simulative identity at their own pleasure can also tell a stranger about their sincere feelings with the advantage of remaining anonymous. "I do not complain about living alone, I am even happy this way. But you sometimes look for someone to talk to in proper sentences. I do not know; you want to tell a total stranger about your dreams." (I4, 44 years old, executive assistant, divorced, no child).

Daters can talk to a stranger contacted randomly with whom there is no established relation or organic relationship through business connections about secrets and express their emotions like "confidences which sometimes have the character of a confessional and which would be carefully withheld from a more closely related person" as stated by Simmel (2016, p.30) at the beginning of the 20th century. In this case, also called the "stranger-on-the-train phenomenon" (Rubin, 1975), the agent expresses their feelings to a stranger with whom they have met in a public space and talks about their "disturbing" thoughts without being indicted by potentially negative attitudes and judgments of the social circle (Bargh et al., 2002, p.34-36; Sharabi & Dykstra-DeVette, 2019). In the digital age where strangers has moved from the public space to the online space, anonymous daters may have strong feelings towards sharing their inner worlds and disclosing their selves as they are (at least in the first phase) (Albright & Conran, 2003; Sharabi & Dykstra-DeVette, 2019). Indeed, Walther (1996) argued that online interactions might go offline in private encounters and introduced the concept of "hyperpersonal communication". "Okay, I am known as a serious, even authoritarian, person at the workplace and in the circle of friends. But sometimes, wild thoughts occur to my mind, and I can only tell a total stranger about them." (I11, 48 years old, financial specialist, single, no child).

It is observed that women are more inclined to open themselves to a stranger and express their feelings sincerely in online encounters compared to men (Katelyn et al., 2002, p.18). Indeed, women are more likely to contact a stranger and express themselves relatively and independently from their social gender roles in the online world. In Turkey, which took 130th place among 153 countries according to the 2020 gender equality report of the World Economic Forum, a woman is expected by the society to behave in line with certain norms and roles as expected from genders in their encounter with a stranger in the public space. During the online encounter, women are not under the explicit/implicit supervision or control of the society that represents dominant values and norms. Therefore they share power and control the space alongside men. They get the profile information of strangers to be contacted beforehand. If they do not feel safe or are subjected to verbal or visual abuse, they have the comfort of deleting the other party with just one click. "There are men who talk impertinently and rudely, saying, 'Let me come over. What are you wearing now? Why don't we have sex?' I say nothing. I block them immediately" (I5, 41 years old, lawyer, divorced, and no child). With such assurance, women can act more freely than in the offline space. Moreover, while men are more likely to send the first message online (Schöndienst & Dang Xuan, 2011; Sharabi & Dykstra-DeVette, 2019), female characters, who do not wish to be stigmatized as "manhunters" in the public space especially due to social norms, can exhibit more sociable, assertive, and "masculine" attitudes. "I cannot go to a guy at a café or restaurant and say hi, but I do it on the internet. If his type attracts my attention, I can make the first attempt and say hi" (G11, 48 years old, financial specialist, single, no child). "I have been always a sociable person, not a shy one. I have once hooked up with a man at a bar. Still, I am more comfortable here, on [OkCupid]. There have been many cases where I took the first step." (I2, 43 years old, investment-real estate, divorced, no child).

Capitals: Key to Relationship

In the offline world, the sociocultural and socioeconomic environment of daters determines what kind of a person they would meet and marry to a great extent. The online world is seemingly more democratic. Daters who possess different cultural, economic, and symbolic capitals and will not (possibly) share the same spaces in the offline world can meet and perform their presentations of self online. However, dating platforms fail to eliminate homogamous tendencies. When doing a catalog search or evaluating the requests from suitors on the online dating platform, daters carry out a screening in line with attitudes, behaviors, and dispositions they internalized from their family and social circles in the offline world and gravitate towards a person whom they can find suitable for their own socioeconomic status. As stated by Bozon and Héran (1987, p.946), formation of couples is not a product of coincidence; "a lightning does not strike a random point" (Bozon & Rault, 2012; Bergström, 2016, 17).

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> There is a saying in the Anatolian culture, like 'birds of a feather fly together'. I look at his photos, likes, educational background, whether he speaks a foreign language, his favorite books, movies, and so on. If those are OK, I reply to his greeting. How he writes, the schools he attended, his job are important to me. If we strike a harmony on that part, the conversation goes on anyway. Sometimes I even meet people with common friends (I1, 49 years old, finance, one child).

One interviewee who comes from a family of a moderate-high socioeconomic status and lived alone in a well-off neighborhood of İstanbul says, "There is no ugly or handsome man, his character should be nice; otherwise, the words are hollow. Cultural and economic equivalence is as important as mental, physical harmony to me." (I3, 39 years old, physician, single)

The female interviewees in the attempted search of equivalence and harmony through profile information think that men are not as picky as them. "When I first created my profile, I must have received over a hundred messages and likes. I wondered if they got notifications for newcomers. Plebs with faces that would stop a clock... I am picky. Men are okay with everyone." (I4, 44 years old, executive assistant, divorced, and no child).

Transition to Offline Life

In the online world, as observed by Illouz, textual extraordinariness at the beginning of a conversation is as prominent as standardization in visual and textual presentation of self. "I never reply a mere 'hi'. An extraordinary introduction, a word indicating that he read my profile, jokes, kindness, education... All of these are important." (I5, 41 years old, lawyer, divorced, no child)

If the parties have left positive impressions on each other, online meetings can evolve into offline (face-to-face ones). This transition occurs in a long correspondence process. "I have no time to waste. I do not want to waste time messaging constantly. I want to proceed to a cup of coffee with him two-three conversations later." (I2, 43 years old, investment-real estate, divorced, no child)

However, one issue to be pointed out is that the first meeting does not mean an introduction because algorithms have matched the parties. They have seen each other's photos, read their profiles, and the parties have acquired important personal information about each other in short or long-term correspondences and/or on phone calls. Therefore, love at first sight is not the case where one idealizes the other using categorical profiles suitable for the desired person and emotions go into action (Allan, 2006, p.77). Instead, dater

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compares the differences/similarities between other's online and offline presentation of self rationally in the first physical contact. While daters evaluate the partner candidates based on their photos or a text written by them in the online environment according to their own internalized attitudes and action schemas in the first place, they now assess their body movement within a public space, their physical possessions, attitudes, and behaviors. "The first thing I do is to look at his face, mimics, laughs, tone of voice... Next, his speech, attitude towards the waiter, etc. If I do not like it, I do not leave right away but keep it short." (I3, 39 years old, physician, single).

As reported by the interviewees, the relationship abruptly ends most of the time after the first meeting that usually occurs in a public cafe, bistro, or restaurant due to security concerns:

> When I first saw him, he was so different from his profile photo; I would not have recognized him if he did not introduce himself. He appeared to be older and shorter. He had no sex appeal. But I had nothing else to do. We had small talk for a while. Then came the parting. We have never called each other. (I6, 35 years old, PR specialist, single).

> There is mostly no second meeting. Sometimes for understandable reasons, but sometimes for a very weird feeling. For example, there was once a man whom I found very fun and entertaining. Then, we met at a bistro. We had a long talk. But, when I meet with someone in person, I cannot describe it, but I felt it was not meant to be. It was not, indeed. It died out with a few messaging. (I11, 48 years old, financial specialist, single, no child).

When the relationship is becoming an offline affair, middle-aged women who have a certain social status in Turkish society may find it difficult to tell their family or circle of close friends about the man whom they met on a dating site and started a relationship. In the face of social indictments about their social statuses and intentions (Goffman, 1971, p.214), the relationship has a hard time going beyond the boundaries of two people. In this case, women play roles that align with the expectations of the social circle. "You have an established circle of friends, a social circle for years. You cannot simply say, 'I found this guy on Tinder, or OkCupid.' It is better to tell little lies like, 'We met on a trip abroad or a festival.' It usually does not go on long enough to introduce him to them." (I1, 49 years old, finance, divorced, one child). The relationships which have been developed almost "illegitimately" outside the

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supervision and control of friends can end rapidly when parties do not start to perform as couples in the public space.

> The habitat part does not evolve. It does not evolve into going on a vacation together. We eat, see movies together but exist in a certain habitat; we could not get our circles of friends into the relationship. That part does not evolve or find its way out. It did not turn into a relationship, no one took responsibility. It is neither a friend zone nor a lover zone. (I2, 43 years old, investment-real estate, divorced, and no child)

Conclusion

Online dating platforms make it easier for women to access an offline romantic and/or sexual relationship. However, even warm/sincere contacts that start online do or may not turn into a long-term relationship in the offline world most of the time. The most significant factor preventing the relationship from becoming a romantic affair is that daters perform on two sequential stages, which are online and offline.

Indeed, in encounters where there are no prior online introductions, elements including the mystery, fathomlessness of the other party, and physical attraction beyond reason crack the door open for a love affair. We then see "that special one" and idealize them in accordance with our social history and desires. We consider them superior to us with a mixture of what we do and do not know about them (Illouz, 2007, p.102-103). However, on the first stage of the sequential double-stage performances, where bodies do not meet and contact, parties deliver a rather consciously constructed presentation of self. During the rationally built presentation of the self, perceptions and dreams, fantasies are under the influence of hard-labored and freely manipulated photos and texts. Parties have all the important, true, or distorted information about each other. When daters show up on the second stage with such information, two problems await them: Firstly, the mystery which brought about the emotional attraction has now been substantially off the table. Secondly, a presentation of self that is managed by the *habitus* which has settled into body and mind and has be governing the dater unconsciously dominates the second stage where face-to-face contacts occur. Elements such as attitude, stance, and behavior that are shaped by the cultural and social capital, and unconsciously engraved into the body, can turn positive impressions of daters on each other on the first stage into negative ones and the heightened expectations into disappointments. Furthermore, as performance continues on the first and second stages, impression of limitless and better potential partners, created by the matching algorithm, reduces the

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possibility that daters like each other and make long-term investments in each other.

Consequently, dating platforms increase the number of contacts from the quantitative perspective, but it generally fails to provide daters with the expected emotional satisfaction. In most of the contacts that moved from the online stage to the offline one, the first meeting turns out to be the last meeting.

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Engagement Sociétal des Entreprises et Politique Commerciale: Cas des Entreprises Marocaines Labellisées RSE

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Résumé

La thématique de RSE occupe l'intérêt des milieux académiques depuis plusieurs années et connait un grand essor dans la pratique des entreprises. Toutefois, les recherches antérieures ont porté plus sur les fondements théoriques, l'évolution des acceptions, l'analyse des implications sociétales et organisationnelles, voire, les effets de la RSE sur la performance de l'entreprise. Alors, peu d'intérêt a été accordé aux motivations des entreprises à l'engagement sociétal, en l'occurrence, les motivations commerciales, d'où la perspective du présent travail. Il s'agit de contribuer à l'analyse de la RSE comme instrument de la politique commerciale des entreprises, à travers une étude empirique auprès des entreprises marocaines labellisées RSE de la CGEM. Pour ce faire, nous optons pour un positionnement « positiviste aménagé » avec une démarche « hypothético-déductive », et une méthodologie d'étude quantitative. Sur le plan théorique, nous essayons d'établir un cadre d'analyse de l'approche instrumentale des motivations à l'engagement RSE. En nous appuyant sur ce développement, nous construisons nos hypothèses à vérifier qui sont testées selon l'approche PLS et traitées en utilisant le langage R. Au niveau des résultats, l'étude empirique permet de conclure que l'engagement RSE contribue bien à atteindre les objectifs de la politique commerciale de l'entreprise.

Mot-clés: RSE; Motivations à l'engagement sociétal; L'approche instrumentale ; Politique commerciale de l'entreprise ; Label CGEM

The societal commitment of companies, a new instrument of trade policies: the case of Moroccan companies labelled CSR

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Abstract

The CSR's thematic has been of interest to the academic community for several years now, and is experiencing a tremendous appeal in business practice. However, previous research focused more on the theoretical foundations, the evolution of acceptances, the analysis of the societal and organizational implications, and even the effects of CSR on the company's performance. Consequently, little attention was paid to the reasons behind the adoption of the CSR approaches, in this case, the business motives, hence the perspective of this work. The aim is to contribute to the analysis of the CSR as an instrument of the company's commercial policy through an empirical survey study of CSR labelled Moroccan companies in the General Confederation of Moroccan Companies. To do this, we opt for a "positivist" positioning with an hypothetico-deductive method, and a quantitative study methodology. On the theoretical level, we are trying to establish a framework for theoretical analysis of instrumental approach of the motivations for CSR engagement. Based on this development, we are building our hypotheses to be verified wich are tested according to the PLS approach and processed using the R language. At the level of results, the empirical study allows to conclude the societal commitment contribute well to achieving the objectives of the commercial policy of the company.

Keywords: CSR ; Motivation for social commitment ; Instrumental approach; Company's commercial policy, GCMC label

Introduction

Depuis plus d'un siècle, la question de RSE fait objet d'une large littérature et une panoplie de recherches autour de ses différents aspects, ses théories, sa diffusion au travers le monde, le processus de sa mise en place, ses impacts sur les performances organisationnelle, financière et commerciale. Certes, les premiers objectifs de la démarche RSE sont d'ordre social et environnemental. Toutefois, les considérations économiques sont également

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présentes dans les stratégies RSE menées par les entreprises. Plusieurs théories mettent l'accent sur la relation entre la RSE et l'amélioration de la performance de l'entreprise, sa compétitivité, de sa réputation et son image de marque. Il s'agit essentiellement de l'approche instrumentale. Les partisans de cette approche perçoivent la RSE comme un instrument pour créer des bénéfices (Garriga et Melé, 2004). En d'autres termes, ils considèrent la RSE comme un outil stratégique permettant d'atteindre des cibles de nature économique et à plus grande échelle, de créer de la valeur (Garriga et Melé, 2004). Cela grâce à l'acquisition d'avantage concurrentiel conduisant l'entreprise à améliorer sa réputation, gagner la confiance de nombreux acteurs externes et développer des relations appropriées avec eux et mettre en œuvre une politique commerciale spécifique (McWilliams et Siegel, 2001).

Au Maroc, la prise de conscience de la nécessité d'adhérer aux principes de développement durable (DD) et de la RSE trouve ses origines dans les années 90 et s'est concrétisée dans les années 2000. En effet, depuis le début des années 90, le pays a connu une dynamique de changement de son contexte global : libéralisation de l'économie, implantation de grandes Firmes Multinationales, encouragement des Investissements Directs Etrangers et des accords de libre-échange avec des partenaires stratégiques. De surcroît, la situation géographique du pays au carrefour de l'Europe, de l'Afrique et des pays arabe, lui a octroyé une multitude d'avantages, notamment, celui d'être concerné par la politique Européenne de Voisinage née en 2002. Cette politique avait comme objectif, le développement des relations entre l'UE et son voisinage proche en faveur de plusieurs thèmes en l'occurrence le développement durable (DD).

Pour sa part, la révolution des nouvelles technologies d'information et de communication avait contribué à la prise de conscience de la société civile de ses droits d'accès et de partage d'information à grande échelle. Elle avait induit, également, une concurrence plus intense dans un marché devenu plus averti et exigent.

En fait, face aux défis de la mondialisation, au corpus réglementaire et législatif onusien et européen et la déclaration des « Objectifs du Millénaire pour le Développement » (OMD) adoptée par les Nations Unies en 2000, le Maroc ne pouvait effectuer un autre choix qu'accélérer sa pleine adhésion volontaire aux principes de DD. De même l'entreprise marocaine devait être à la hauteur de ces enjeux. On parle de l'avènement de « l'entreprise socialement responsable » à triple responsabilités, économique, sociale et environnementale.

Cela sous entend que, désormais, les entreprises sont conscientes du fait qu'elles sont redevables à l'égard du territoire dans lequel elles puisent leurs ressources et mènent leurs activités (Cherkaoui, 2020). L'engagement du pays dans la dynamique de RSE a été appuyé par son adhésion au Global

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Compact en 2006, la mise à niveau des cadres juridique et institutionnel incitatifs à l'engagement sociétal et l'élaboration de la charte de RSE et le label CGEM.

Le sujet de la RSE a intéressé plusieurs chercheurs au Maroc, certains ont traité des thèmes en rapport avec la RSE et la performance (El Malki, 2010 et El Alaoui 2014) et d'autres se sont intéressés aux déterminants de l'engagement sociétal (Taoukif, 2014 ; Benaicha, 2017 et Cherkaoui 2019) et aux facteurs explicatifs de cet engagement (Dinia, 2021).

Dans le présent travail, nous allons essayer d'apporter une petite pierre à cet édifice de recherche en mettant l'accent sur la relation entre la politique commerciale et la RSE. L'objectif principal de ce papier est de montrer que l'engagement sociétal peut contribuer à la réalisation des objectifs commerciaux de l'entreprise et être ainsi un outil de sa politique commerciale. La réalisation de cet objectif passe par la réponse à deux questions de recherche :

- Les objectifs commerciaux sont-ils des facteurs de motivation à l'engagement sociétal des entreprises ?
- Qu'en est-il des effets bénéfiques tirés de l'adoption de la démarche RSE sur le plan commercial ?

Pour répondre à ces questionnements, le positionnement épistémologique retenu est le « positiviste aménagé » avec une démarche « hypothético-déductive », et une méthodologie d'étude quantitative. L'étude empirique est menée auprès des entreprises marocaines labellisées RSE à la veille de la crise Covid (2019).

Il convient dans un premier temps, de présenter une revue de la littérature sur la relation entre la politique commerciale et la RSE avant d'aborder, en second lieu, les choix épistémologiques et méthodologiques de la recherche. L'analyse et la discussion des résultats de l'étude empirique sont développées dans un troisième paragraphe.

1. La relation entre la RSE et la politique commerciale

La politique commerciale désigne l'ensemble des décisions prises ou des pratiques relatives à la commercialisation des produits ou services de l'entreprise (B. Bathelot, 2015). L'objectif ultime de cette politique est l'augmentation du chiffre d'affaires de l'entreprise et de sa part du marché. La réalisation de tel objectif peut passer par le renforcement de la position concurrentielle de l'entreprise, l'adoption d'une politique marketing pertinente et l'amélioration de la réputation de l'entreprise. Certes, l'engagement sociétal est supposé être motivé essentiellement par des considérations d'ordre social et écologique. Toutefois, plusieurs études théoriques confirment que l'adoption de la démarche RSE permet d'atteindre

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également des objectifs commerciaux, et d'être ainsi un outil privilégié de la politique commerciale.

1.1. La RSE comme source d'avantage concurrentiel

Selon Porter (1985), l'avantage concurrentiel est une résultante de l'activité de l'entreprise qui est générée par sa manière particulière d'élaborer, de produire, de commercialiser, de distribuer et de structurer ses produits et services. C'est une position que l'entreprise occupe par rapport à ses concurrents (Porter, 1980), en développant des modèles d'affaires innovants axés sur l'investigation de nouveaux marchés par l'adoption des méthodes suivantes :

- La recherche des avantages positionnels : il s'agit de cibler la position du leader dans son secteur, en termes de coûts ou de services. Pour ce faire, l'entreprise soit elle propose les mêmes services que ses concurrents, mais à moindre coût (stratégie d'avant coût), soit elle fait des offres de service ou des produits novateurs et pour le même prix que celui des concurrents (stratégie de différenciation).

À défaut de position de leadership ni par les coûts ni par la différentiation, une concentration sur un segment étroit et défini ne pourrait être plus appropriée.

- La concentration sur un segment étroit et défini ou (Stratégie de niche) : Une entreprise pourrait utiliser une focalisation sur les coûts ou sur la différentiation. Avec une focalisation sur les coûts, l'entreprise vise à être le producteur à plus bas prix sur un segment déterminé. Avec une stratégie de différenciation ciblée, elle crée son avantage concurrentiel par la différentiation sur une niche particulière.

Construire un avantage concurrentiel nécessite une redéfinition de la valeur créée de l'entreprise, le développement des business modèles novateurs et la création de nouveaux segments de marchés.

Par ailleurs, l'intégration des enjeux sociétaux et/ou environnementaux dans l'activité de l'entreprise peut constituer une barrière pour les concurrents et lui permet, dans le long terme, d'acquérir un avantage concurrentiel. Dans ce sens, une étude de Price Water-House Coopers (2002), a été menée sur 140 grandes entreprises internationales, pour identifier les facteurs qui poussent les dirigeants à s'impliquer dans une démarche de développement durable. Selon ses résultats, plus que la moitié des entreprises effectuent des actions en matière de RSE, dont 90% sont motivées par l'amélioration de l'image de marque de l'entreprise, puis viennent la recherche d'avantages concurrentielles (75%) et la réduction des coûts (73%) (Cité par Taoukif, 2014). Or cela peut se traduire de multiples façons :

- La RSE permet d'élargir le champ de compétences de l'entreprise (Porter et Kramer, 2002) : quand celle-ci détient plus de ressources et de meilleures connaissances que les gouvernements pour répondre à certains

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enjeux sociaux, la mise en place d'initiatives philanthropiques liées au cœur de ses activités constituera une opportunité de développer de nouvelles connaissances pouvant accroître son champ de compétences.

- La RSE peut être un outil d'innovation : pour les entreprises naissantes, la prise en compte de la RSE dans la définition du cœur de leur métier permet de les aider à identifier des pistes pour se différencier de la concurrence et bénéficier d'avantages sur de nouveaux marchés de niches.

- La RSE peut faciliter l'intégration dans un marché litigieux avant ses concurrents (Gupta et Combes, 2003) : une entreprise peut réussir à pénétrer un nouveau marché litigieux en établissant préalablement des initiatives sociétales en faveur des parties du litige, que son concurrent avait refusé de faire. C'est l'exemple de l'entreprise Cargill qui est arrivée à pénétrer le marché des graines de tournesol en Inde. À l'encontre de son concurrent, elle s'est attachée à aider les agriculteurs locaux à améliorer le rendement de leurs récoltes en concluant des partenariats dans ce sens (Montpetit, 2011).

- La RSE peut être un outil de motivation et de fidélisation des talents au sein de l'entreprise. À ce propos, la prise en compte des enjeux sociaux des employés doit aller jusqu'à les considérer comme des clients internes dont les aspirations en matière de RSE doivent être observées.

Il peut être conclu que la vocation sociétale constitue un avantage compétitif fondé sur la base d'actifs intangibles. Il s'agit de ressources internes qui doivent être précieuses, rares, inimitables, et non substituables (Barney, 1991). Dans le contexte de la RSE, ces ressources se traduisent dans ses différentes dimensions : les valeurs de la société, les relations avec les parties prenantes, la capacité d'innovation, les projets sociaux, la réputation, etc. Ainsi, des stratégies RSE correctement utilisées peuvent créer un avantage compétitif pour l'entreprise.

En effet, nombreux sont les travaux identifiant les facteurs visant à expliquer les raisons pour lesquelles la RSE peut se transformer en avantage concurrentiel (Porter et Cramer, 2006). Le tableau ci-dessous en fournit des illustrations des actions RSE des entreprises dans différents contextes.

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Tableau 1. *Mécanismes permettant de transformer la RSE en avantage concurrentiel*

Instrumentaliser la RSE pour construire un avantage concurrentiel	**Description du mécanisme**	**Illustrations de pratiques**
Légitimité et licence to operate, la RSE comme garant de la réputation et instrument de marketing corporatif.	L'obtention auprès d'autorités publiques d'un permis d'exploitation dépend souvent de la réputation de l'entreprise. La RSE peut contribuer ainsi à construire un avantage en termes de réputation vis-à-vis des concurrents.	Lafarge a parfois bénéficié de son image socialement responsable pour obtenir des permis pour exploiter des ressources naturelles dans des zones sensibles, alors que les entreprises concurrentes s'étaient vues refuser de telles autorisations
Augmentation des coûts des rivaux, la RSE comme mode d'altération des forces concurrentielles.	La promotion de régulation plus stricte au niveau du secteur par les entreprises ayant une forte RSE peut élever les coûts de mise en conformité des concurrents et les coûts d'entrée sur le marché d'entrants potentiels.	Dow Chemical a contribué à la mise en œuvre de standards plus élevés en matière de prévention de la pollution de l'environnement dans le secteur de la chimie aux États-Unis.
Attrait renforcé pour une main d'oeuvre plus productive, la RSE comme signal de qualité sur le marché du travail.	La RSE améliore le caractère attractif de l'entreprise pour des employés éventuels, en particulier ceux à fort potentiel.	L'entreprise Accenture met en avant ses programmes de RSE dans sa communication à destination des étudiants et jeunes diplômés.
Augmentation des ventes, la RSE comme instrument marketing influençant le comportement du consommateur.	La RSE permet de construire un positionnement marketing distinctif et peut être appréhendée comme attribut du produit fortement valorisé par certains consommateurs.	Des entreprises telles que Patagonia ont bâti leur stratégie marketing sur la RSE. Pratiques de Cause related marketing ou l'achat d'un produit générant un don pour une cause humanitaire.
Diminution des risques et maîtrise des coûts, la RSE comme forme d'efficience organisationnelle.	La RSE peut permettre de réaliser des économies dans les domaines énergétiques et environnementaux en diminuant le gaspillage de ressources et les risques sociaux et environnementaux.	HSBC a réalisé une économie de plusieurs millions de dollars en supprimant simplement l'éclairage des enseignes lumineuses de ses agences après 22h.
Influence sur les comportements organisationnels, la RSE comme instrument de Gestion des Ressources Humaines.	La RSE peut affecter des attitudes au travail telles que l'implication et la satisfaction et des comportements « extra-rôle » liés à la performance de ressources humaines.	Une étude de 2005 du cabinet de Consulting anglais montre que la RSE permet de diminuer le turnover et de renforcer la loyauté des employés vis-à-vis de leur organisation.
Apprentissage, compétences, la RSE comme ressource interne stratégique.	La RSE stimule les apprentissages en matière de gestion sociale et environnementale et contribue à la construction de nouveaux savoir-faire.	Le système de gestion des PP mis en place par Danone avec Danone Waya génère de nombreuses connaissances qui ont pu être ultérieurement déployées dans l'entreprise.

Source : Gond et Igalens (2010)

Une étude empirique menée par Davis en 1973, permet de conclure que l'engagement d'une stratégie RSE représente pour l'entreprise un outil d'acquisition d'avantages concurrentiels tout au long de sa chaine d'approvisionnement. Elles seront en mesure de se distinguer des concurrents avec des produits de bonne qualité, de réduire les coûts, d'utiliser des procédés moins polluants et plus économiques en termes d'énergie, de prévenir sur la nouvelle législation.
La valeur de l'avantage compétitif procuré par le comportement responsable de l'entreprise permet d'améliorer sa position concurrentielle, l'un des objectifs majeurs de la politique commerciale.

1.1.1 La RSE comme outil de marketing

Le véritable enjeu de l'engagement RSE est d'acquérir la confiance des partenaires de l'entreprise, particulièrement les donneurs d'ordres (clients et fournisseurs), vue leur impact sur sa pérennité. L'engagement sociétal représente, pour l'entreprise, une réponse aux exigences ou un moyen d'améliorer ses relations avec ses différentes parties prenantes, notamment sa clientèle. Selon Maak (2007), les avantages d'un tel engagement sont réciproques. La satisfaction de certaines attentes des Parties Prenantes (PP) permet à l'entreprise de bénéficier du capital social que celles-ci investissent et qui est défini comme « *l'ensemble de ressources actuelles ou potentielles qui sont liées à la possession d'un réseau de relations plus ou moins institutionnalisées d'interconnaissance et d'inter-reconnaissance* » (Bourdieu, 1980).

Les consommateurs désirent des produits « socialement responsables » et compétitifs. La théorie de la contestabilité sociale et environnementale, affirme que l'anticipation des menaces des campagnes et boycotts par la société civile représente un moyen efficace de discipliner le comportement des entreprises.

Par ailleurs, la compétitivité passe par la consultation de l'entreprise des attentes exprimées par ses PP vis-à-vis d'elle. L'identification et la qualification des différentes PP, ainsi que, le recueil de leurs attentes, sont une étape importante pour le maintien d'une confiance et d'engagement de leur part. Les attentes des clients sont devenues extrêmement sensibles au comportement responsable des entreprises.
Empiriquement, l'intérêt croissant des consommateurs pour des biens à contenu éthique est confirmé par des sondages d'opinion. (Cité par Crifo et Forget, 2013). Handelman et Arnold (1999) soulignent que « *mener des actions à caractère social et le faire savoir aux marchés et aux clients contribuent aux bénéfices de la firme* ». Les pratiques développées de RSE favorisent l'acquisition de la loyauté des clients, et ainsi, la maximisation du profit de l'entreprise. Cette idée rejoint la philosophie marketing de Drucker

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qui a tant insisté sur l'intérêt des entreprises à profiter des actions philanthropiques comme aspect de la RSE. En effet, les entreprises utilisent une partie importante de leurs dépenses charitables dans des sponsorings, et des campagnes publicitaires, afin d'étendre leur réseau de relations publiques, de promouvoir leur image de marque. Dans ce sens, McKinsey Quarterly (2009) relie les gains dus aux actions philanthropiques en faveur de la société aux gains en faveur de l'entreprise (Keys, Malnight et Van der Graaf, 2009). Il démontre que plus les avantages sont bénéfiques pour l'entreprise, plus il s'agit de promotion et de marketing. Par contre, plus les avantages sont favorables à la société, plus il s'agit d'actions de charité et de philanthropie.
Dans une vision instrumentale, « *la RSE est un levier de performance opportuniste, elle passe par des stratégies de communication et par une modification des rapports aux parties prenantes* » (Saulquin et Shcier, 2007). Ainsi, les politiques sociétales s'apparentent à un outil marketing permettant à l'entreprise de maintenir les relations avec ses clients et d'acquérir d'autres. Aux Etats-Unis, la RSE sert, notamment, d'instrument de marketing ou de manipulation d'impression qui influence les perceptions de la société (Maignan et Ralston, 2002).

1.2. La RSE comme facteur d'acquisition d'une bonne réputation

L'acquisition d'une bonne réputation est un objectif recherché par toute organisation. La bonne réputation permet à l'entreprise de gagner la confiance des PP en général et des clients en particulier. Elle contribue ainsi à la réalisation des objectifs de la politique commerciale. L'engagement sociétal peut-il permettre aux dirigeants d'améliorer la réputation de leurs entreprises ? Les liens entre RSE et les variables image et réputation de l'entreprise font l'objet de plusieurs recherches (Mahon et Watrick, 2003 ; Hillman et Keim, 2001 ; Brammer et Milington, 2005). La réputation et l'image de l'entreprise représentent un assemblage de toutes les perceptions reçues ou générées avec le temps par les différents acteurs de la société sur la base d'une série d'expériences et d'actions passées ou présentes de l'entreprise. Au sens de Fombrun (1996) et Fombrun & Shanley (1990), la réputation de l'entreprise s'apparente à la façon dont cette dernière est perçue par l'ensemble de ses PP, et sa capacité de créer de la valeur en comparaison avec ses concurrents. Ces valeurs peuvent correspondre à la confiance, la crédibilité, la fiabilité, et la qualité (Luetkenhorst, 2004 ; Mathieu et Reynaud, 2005). Dans ce cadre, le tableau ci-dessous présente les principales approches théoriques de la réputation :

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Tableau 2. *Aspects théoriques de la réputation*

Approches	**Définition**	**Caractéristiques**
Économique	La réputation crée une perception de fiabilité et de prédictibilité.	Trait ou signal
Stratégique	La réputation est issue des caractéristiques internes uniques de l'organisation et elle est perçue extérieurement.	Perçue comme actif
Sociologique	La réputation est un construit social qui permet d'établir des classements et d'ordonner les firmes.	Classements
Marketing	La réputation est le résultat des efforts des firmes pour inciter les consommateurs à effectuer des achats et construire la loyauté du consommateur	
Organisation éthique	Les firmes développent des réputations d'elles-mêmes (logo, marques, croyances, culture, identité, authenticité)	Loyauté

Source : Castellano et Dutot, 2013

Par ailleurs, selon certains auteurs, la bonne réputation de l'entreprise est le résultat de la mise en place préalable d'une démarche RSE. Ainsi, la normalisation de la responsabilité sociétale de l'entreprise (Fombrun, 2005), la multiplication des donations philanthropiques, et la prise en compte des attentes des PP sont des pratiques en faveur de l'image de l'entreprise et sa réputation. Pour d'autres, une bonne réputation peut être une caractéristique attribuée à l'entreprise suite à sa réalisation de certaines performances financières, sociétales, environnementales et organisationnelles. Dans ce cas, la RSE est considérée comme une dimension intrinsèque à la réputation (Schnietz et Epstein, 2005 ; Zyglidopoulos, 2001). Quant aux Hillenbrand et Money (2007), ils considèrent que ces deux perceptions de l'engagement sociétal (un préalable ou un attribut à la bonne réputation) sont complémentaires et représentent donc « les deux faces d'une même médaille ».

Empiriquement, les exemples des entreprises Nike ou Total sont particulièrement probants pour mettre en lumière l'effet de l'irresponsabilité sur le capital réputationnel de l'entreprise manifesté par la détérioration de ce dernier. Situation face à laquelle des démarches RSE ont été instaurées de manière réactive ou plus proactive, sous pression des PP. Cela, démontre que la responsabilité sociétale des entreprises est une source d'acquisition d'un capital réputationnel (Binninger & Robert, 2011). De surcroît, Hines et Ames (2000) rapportent que dans leur enquête, 68% des consommateurs affirment que la réputation RSE de la firme est un facteur qui influence leur choix dans l'achat d'un produit ou service.

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Or, l'entreprise peut améliorer sa réputation en donnant un sens à son développement et un visage plus humain à ses activités. Cela lui permettra de se différencier et bénéficier d'un avantage concurrentiel durable. L'image de pionnier acquise demeurera même si son niveau d'engagement sociétal est imposé à d'autres entreprises. La RSE apparaît donc comme un levier pour construire la réputation de l'entreprise, considérée comme un actif intangible stratégique.

Par ailleurs, l'entreprise cherche également à s'afficher sociétalement responsable pour capter l'attention des organisations mondiales et des entités internationales, et gagner ainsi une « licence to operate ». La « licence to operate » désigne la capacité d'une entreprise à obtenir les autorisations juridiques et politiques nécessaires pour exercer ses activités dans une région donnée. Pour sa part, Tallontire (2007) explique que la licence d'exploitation est perçue comme terme qui décrit la capacité d'une entreprise d'acquérir des licences légales (ex. permis de zonage, les permis de construction, etc.). Celle-ci, accompagnée d'une « licence sociale », permettant à l'entreprise de bénéficier d'une légitimité reconnue d'un ensemble de citoyens (Burke & Stets, 1999). Grâce à cette licence, l'entreprise peut, d'une part, s'emparer de nouvelles opportunités de développement en s'ouvrant sur de nouveaux marchés. D'autre part, elle permet l'attractivité et la rétention de l'ensemble des PP. A l'extrême, les firmes les moins responsables peuvent se voir retirer leur « licence to operate » (Post, Preston, et Sachs, 2002).

En définitive, bien que l'adoption de la RSE présente de nombreux avantages, ces derniers obéissent à la loi des revenus décroissants, c'est-à-dire qu'ils diminuent à mesure que cette activité est répétée (Smith & Cao, 2007). De ce fait, il est inutile de continuer d'investir plus de ressources financières en RSE puisqu'à long terme, ça ne générera pas plus de revenus. L'entreprise est censée plutôt attribuer des ressources pour maintenir une solide réputation et à fortiori, sa position concurrentielle devant ses compétiteurs.

À la lumière de ces préconisations théoriques, il peut être conclu que la RSE apporte à l'entreprise une série de gains d'ordre économique liés à sa notoriété et sa compétitivité, au sens de Campbell (2007), qui l'incitent à s'y engager. Il s'agit notamment des avantages compétitifs, de l'image de marque et la bonne réputation, procurés grâce à des stratégies de différenciation et de prise en compte des attentes des PP.

La revue de la littérature permet de formuler au moins deux hypothèses de recherche :

H.1: L'engagement sociétal améliore la compétitivité de l'entreprise ;

H.2 : L'engagement sociétal améliore la réputation de l'entreprise.

Ainsi, l'engagement sociétal peut être motivé par des considérations commerciales et avoir des retombées permettant d'atteindre les objectifs de la

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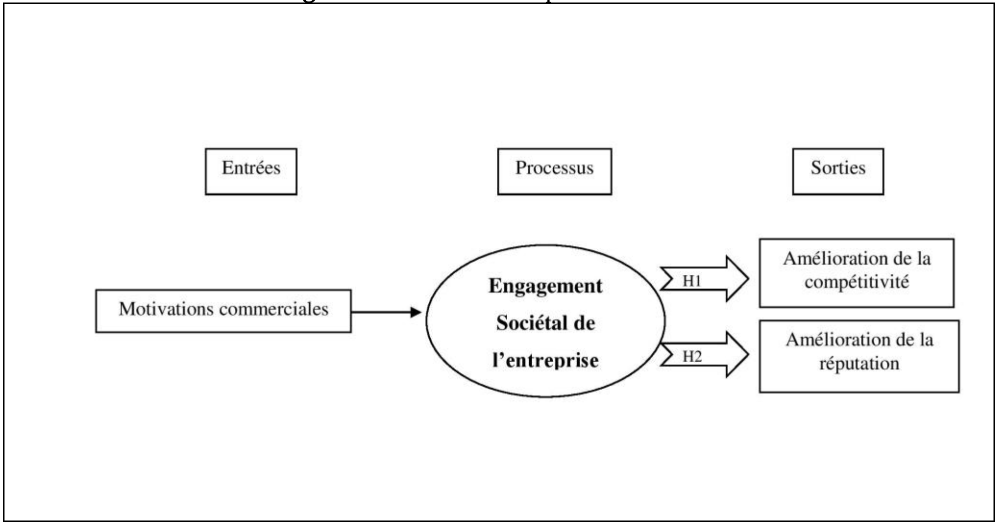
politique commerciale. Ce constat permet de construite notre modèle théorique (Figure 1). Modèle élaboré selon l'approche systémique des relations causales jugée la plus adaptée à notre problématique. A cet égard, rappelons qu'un système est structuré autour de trois composantes : les Entrées ; le Processus et les Sorties. Notre modèle de recherche choisi est présenté sous forme d'un système composé ainsi :

- **Les entrées** : sont les motivations commerciales ;
- **Le processus** : est l'engagement sociétal de l'entreprise ;
- **Les sorties** : sont les retombées commerciales de l'engagement sociétal. Il s'agit essentiellement du renforcement de la compétitivité de l'entreprise et de l'amélioration de sa réputation.

Figure 1. Modèle théorique de recherche



Source : Elaboré par nos propres soins

Pour tester les hypothèses de recherche nous avons fait des choix épistémologiques et retenu des méthodes de recherche appropriées.

2. Méthodologie de recherche

Afin de vérifier le rôle de la RSE dans la politique commerciale des entreprises labellisées dans le contexte marocain, la définition des cadres épistémologique et méthodologique de la recherche s'avère indispensable.

La recherche en science de gestion est traditionnellement dominée par le courant positiviste. Ce dernier s'est traduit par le développement de la théorie qui n'est pas fondée sur des données observables (Yin, 2003). Pour cette raison, un nombre croissant de chercheurs adoptent les paradigmes post-positivistes au cours des trois dernières décennies (McMurray, 2010, Cité dans Benaicha 2017). Perret et Girod-Séville (2003) considèrent que le chercheur peut adopter trois types de positionnement : unique, multiple ou aménagé (cité

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par Benaicha 2017 : 190). Ils avancent que de nombreux chercheurs empruntent *"des éléments aux différents paradigmes, se dotant ainsi de ce que l'on pourrait appeler une position épistémologique aménagée"*.

Wacheux (1996) explique l'approche aménagée comme une volonté de faire une conciliation multiparadigmes. Pour le positionnement épistémologique choisi, la nature de notre question de recherche l'inscrit dans une position épistémologique aménagée. Cette dernière permet de coupler entre le paradigme positiviste et le paradigme interprétativiste et de concilier ainsi l'objectif et le subjectif.

Le positionnement épistémologique du travail de recherche s'accompagne impérativement par la précision d'un mode d'accès au terrain, ou ce qu'on appelle un mode de raisonnement. Ce dernier permet de choisir les outils convenables pour parvenir à la connaissance en articulant entre la théorie, le terrain, et les argumentations. La complexité du concept de la RSE conjuguée à la spécificité et l'évolution du contexte de la recherche nous conduit à adopter le raisonnement déductif avec une démarche hypothético-déductive dans le cadre du positivisme aménagé.

En outre, si on admet que le positionnement épistémologique de la recherche s'intéresse au processus d'élaboration de la connaissance, il ne manque pas d'importance de faire un choix de la méthodologie qui permet de collecter les données nécessaires à sa conception. Dans le présent travail, nous avons opté pour une étude quantitative dont l'objectif principal est de tester les hypothèses. La méthodologie quantitative s'avère avantageuse dans l'étape de collecte de données. Ses techniques permettent, aussi bien, une efficacité extrême, surtout quand l'échantillon d'étude en question est d'un effectif important (Zikmund 2003), qu'une économie des coûts, vue la dispersion géographique de cet échantillon.

Pour réaliser l'étude quantitative, nous avons rédigé un questionnaire en optant pour l'échelle la plus utilisée dans les sciences de gestion, et la plus adaptée aux études des attitudes et des perceptions, à savoir, l'échelle de Lickert. Pour le nombre de choix proposés au répondant, nous avons opté pour une échelle impaire, dans un premier temps, en tenant compte de ses avantages et du fait qu'elle est fortement préconisée dans les recherches en sciences sociales. Toutefois, le test du questionnaire a révélé les biais de ce choix en observant une concentration des réponses à la médiane. Ce constat a réorienté le choix vers l'échelle paire qui a été retenue pour la rédaction de la version finale du questionnaire. Le questionnaire a été administré auprès de plus de 80 entreprises labellisées RSE mais seules 46 l'ont rempli.

Les données ainsi collectées sont analysées en utilisant le langage R. Ce logiciel est le plus souvent utilisé lorsqu'il s'agit d'un travail en entreprise, dans le monde académique, au sein d'organismes publics ou d'ONG et chez les analystes travaillant comme consultants (David Smith, 2013). L'utilisation

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fréquente de ce logiciel est justifiée par le fait qu'il est un outil complet, très puissant et bien adapté aux besoins des chercheurs en matière d'analyse statistique des données. En outre, il est performant pour la manipulation de données, le calcul et l'affichage de graphiques et facile à manipuler.
S'agissant du test des hypothèses, le choix a porté sur l'approche PLS en utilisant l'outil SMARTPLS. L'analyse de causalité est basée les paths coefficients en calculant le test t de Student à l'aide Bootstrap avec 500 réplications et alpha bilatéral. Le test des hypothèses est complété et renforcé par le recours à F^2 EFFECT SIZE. Pour l'interprétation de cet indice, Cohen (1988) propose des valeurs de référence qui sont devenues des normes universelles :

- F^2 = 0,2 effet petit ; F^2 = 0,5 effet moyen ; F^2 = 0,8 effet grand.

La méthodologie de recherche étant présentée, il importe de passer à la présentation et la discussion des résultats de l'étude empirique.

3. La contribution de la RSE à la réalisation des objectifs de la politique commerciale: Analyse et discussion des résultats de l'étude empirique

Le traitement de toute question de recherche ne peut s'accomplir que par la confrontation des conceptions théoriques au terrain empirique, et ce, afin de valider ou rejeter nos deux hypothèses à savoir :

- H.1 : L'engagement sociétal améliore la compétitivité de l'entreprise.
- H.2 : L'engagement sociétal améliore la réputation de l'entreprise.

La présente section met l'accent sur les caractéristiques de la population interrogée avant de focaliser l'attention sur les motivations et les effets de l'engagement RSE en rapport avec la politique commerciale de l'entreprise.

3.1. Les caractéristiques de la population enquêtée

Comme il a été signalé auparavant, l'enquête a été menée auprès de 46 entreprises labellisées RSE. Sont présentées dans ce paragraphe les différentes caractéristiques concernant les entreprises objet de l'étude empirique.

3.1.1 L'effectif des entreprises enquêtées

L'échantillon de l'étude est composé à 73,91% des grandes entreprises dont l'effectif dépasse 200 salariés. Cette composition reproduit celle de la population mère dont la majorité est formée des entreprises de grande taille. Il semble que ce sont les grandes entités qui sont fortement engagées dans la démarche RSE. Tandis que dans les PME, cette pratique reste encore moins présente. A notre sens, la principale raison qui entrave l'engagement sociétal des PME est d'ordre financier. L'adoption de la démarche RSE suppose la

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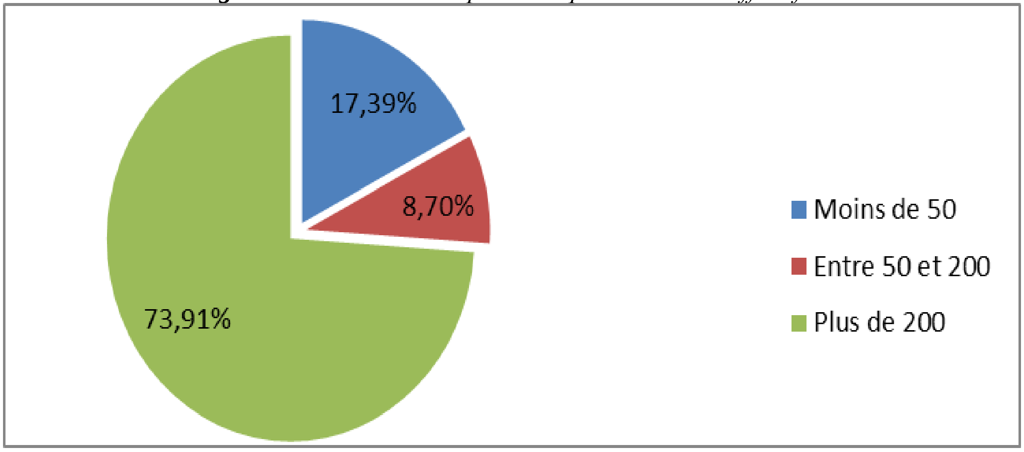
mobilisation des ressources financières supplémentaires qui font généralement défaut chez les entreprises de petite et moyenne taille.

Figure 2. *Taille des entreprises enquêtées selon l'effectif*



Source: D'après le traitement des données de l'enquête par le logiciel R

3.1.2 Le secteur d'activité des entreprises enquêtées

Une classification des sociétés de la population mère, composée des entreprises labellisées RSE, selon leur secteur d'activité laisse apparaitre une nette présence du secteur industriel avec une part de 25%, suivi des secteurs de Commerce (11,9%) et de Banques et Assurances (10,71%).

Tableau 3. Répartition de la population mère par secteur d'activité

Secteur d'activité	Effectif	Pourcentage
Agriculture	3	3,57%
Industrie	21	25,00%
BTP	3	3,57%
Commerce	10	11,90%
Banques et Assurances	9	10,71%
NTI	6	7,14%
Autres services	32	38,09%
Total	84	100,00%

Source: Elaboré par nos propres soins d'après le site de la CGEM

Ce classement selon le secteur d'activité est bien respecté dans notre échantillon avec des pourcentages légèrement différents de ceux de la population observée. En effet, le secteur industriel est fortement représenté avec un pourcentage de 30% suivi du secteur de Commerce (11%) et celui des Banques et Assurances (11%) comme le montre le tableau suivant :

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Tableau 4. Répartition de l'échantillon selon le secteur d'activité

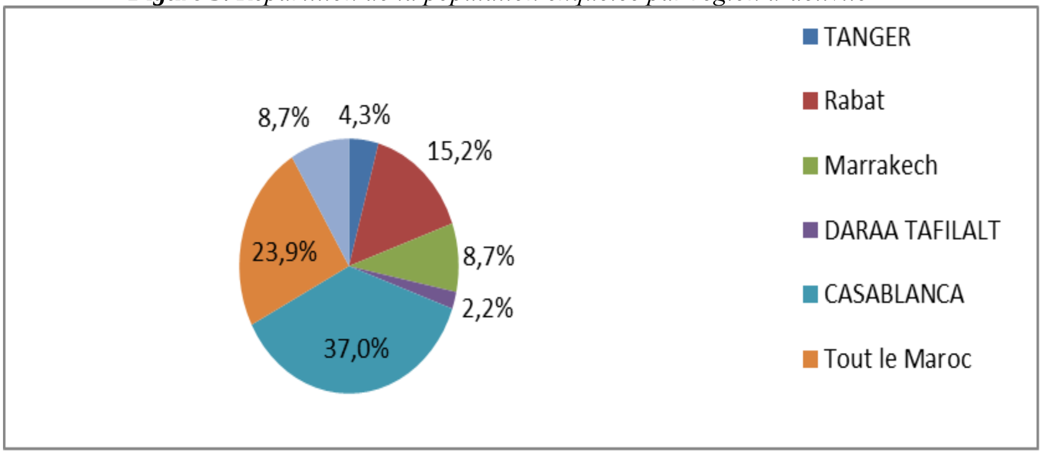
Secteur d'activité	Effectif	Pourcentage
Agriculture	2	4,16%
Industrie	14	30,34%
BTP	2	3,57%
Commerce	5	10,80%
Banques et Assurances	5	10,80%
NTI	3	6,50%
Autres services	15	32,60%
Total	46	100,00%

Source: D'après le traitement des données de l'enquête par le logiciel R

3.1.3 Classification des entreprises enquêtées par région

Selon le HCP (2018), la région de Casablanca-Settat contribue de 31,9% au PIB de l'économie du pays (Annuaire statistique de la Région 2018, www.hcp.ma). Le constat est dû à une forte concentration des activités économiques dans cette région. La classification de l'échantillon par région n'échappe pas à cette règle, puisque 37% des entreprises enquêtées exercent leurs activités dans cette région vitale du Maroc. Tandis que 15% d'entre elles le font dans la région de Rabat - Salé -Kenitra. Ainsi, les activités de plus de la moitié de notre échantillon sont concentrées dans l'axe Kénitra – Rabat – Casa- Settat (Figure 3). Il importe de remarquer que 23% des entreprises interrogées sont présentes dans tout le territoire national en exerçant leurs activités dans plusieurs régions du pays.

***Figure 3.** Répartition de la population enquêtée par région d'activité*



Source: D'après le traitement des données de l'enquête par le logiciel R

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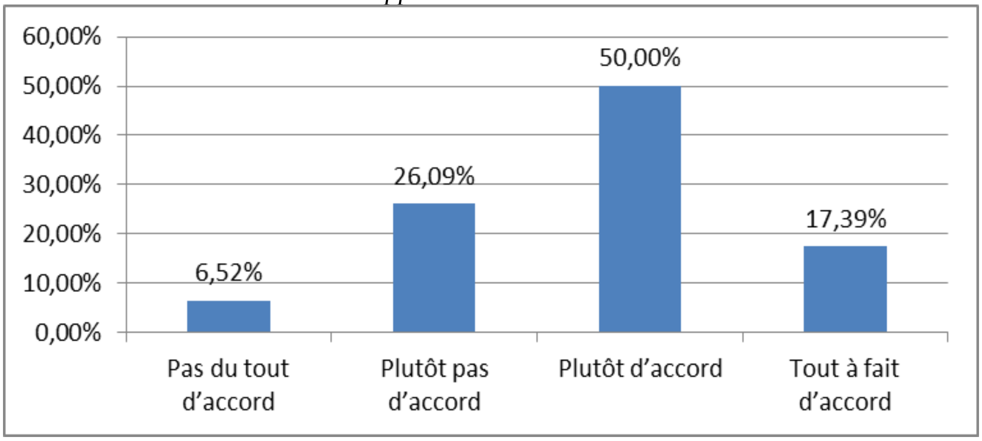
3.2 La RSE et la recherche des objectifs commerciaux par les entreprises enquêtées

Afin d'accroitre son chiffre d'affaires, l'entreprise peut se fixer plusieurs objectifs commerciaux dont notamment : le renforcement de sa position, la mobilisation de ses outils de marketing et l'amélioration de la réputation de l'entreprise. Dans quelle mesure l'engagement sociétal des entreprises enquêtées, est expliqué entre autres, par la recherche de ces objectifs commerciaux ? Le présent paragraphe se propose de répondre à cette question.

3.2.1 Engagement sociétal et position concurrentielle

Des entreprises peuvent chercher, à travers leur engagement sociétal, à se démarquer par rapport à leurs concurrents et à avoir un avantage compétitif. La moitié de l'échantillon est d'accord sur cette proposition et 17,39% dirigeants sont tout à fait d'accord (Figure 4). Par contre, 15 d'entre eux la rejettent (soit 32,61%). Ce résultat peut être expliqué par l'intensité de la concurrence des secteurs dans lesquels opèrent les entreprises de notre échantillon notamment ceux du commerce et des NTI. Il est en phase avec les théories développées auparavant et les résultats de l'étude de Price Water-House Coopers (2002) précitée.

Figure 4. *Engagement sociétal est motivé par la recherche d'un avantage compétitif par rapport à ses concurrents*



Source: D'après le traitement des données de l'enquête par le logiciel R

3.2.2 Engagement sociétal et marketing

Les dirigeants contactés ont interrogés sur l'idée selon laquelle l'engagement sociétal peut être utilisé comme un outil marketing. Les résultats présentés au Tableau n°5 montrent que 65% d'entre eux sont d'accord avec cette idée.

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Tableau 5. *Engagement sociétal est marketing*

L'engagement sociétal est un outil marketing	Nombre d'entreprises	Pourcentage
Pas du tout d'accord	4	8,69%
Plutôt pas d'accord	12	26,09%
Plutôt d'accord	22	47,82%
Tout à fait d'accord	8	17,40%
Total	46	100,00%

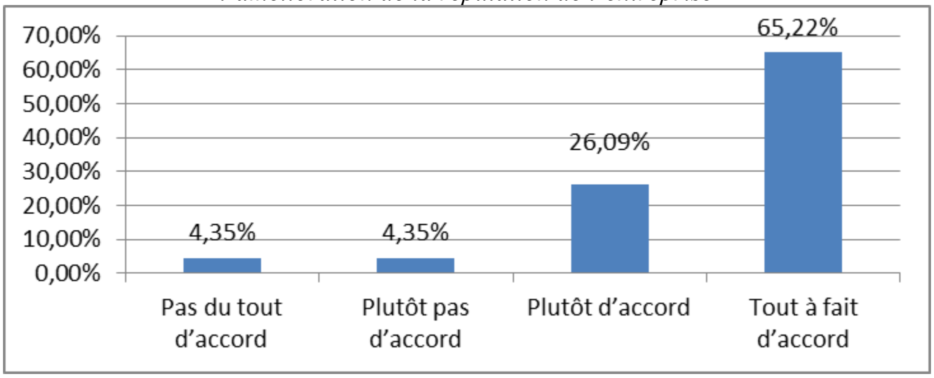
Source: D'après le traitement des données de l'enquête par le logiciel R

Les personnes interrogées ont été sincères dans leurs réponses et reconnaissent que l'engagement sociétal est un outil marketing. Ainsi, à travers leurs actions sociales les entreprises pourraient faire du marketing et promouvoir leurs produits ou services.

3.2.3 Engagement sociétal et image de marque

Toute entreprise cherche à améliorer son image de marque et avoir une bonne réputation auprès de ses PP. La réalisation des actions sociales et sociétales au profit des salariés et de la communauté peut lui permettre d'atteindre cet objectif. L'engagement sociétal des entreprises interviewées peut-il être motivé par la recherche de l'amélioration de l'image de marque ? Les réponses collectées sont présentées ainsi:

Figure 5. *Engagement sociétal est motivé l'acquisition d'une image de marque et l'amélioration de la réputation de l'entreprise*



Source: D'après le traitement des données de l'enquête par le logiciel R

Les résultats montrent bien que la majorité des dirigeants interrogés, soit 91,31%, confirment que l'engagement sociétal de leurs sociétés est motivé par la recherche d'une bonne image et réputation auprès des PP. Nous remarquons que les dirigeants interrogés confirmant bien que derrière les actions sociales, il y a la recherche d'améliorer la réputation de l'entreprise. Certes, on ne peut pas reprocher à ces entreprises d'avoir telle raison derrière leur engagement sociétal puisque la communauté en tire profit. Bien que « le devoir moral » ne

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soit pas un motif ultime de l'engagement sociétal, on ne peut qu'encourager ces actions qui suivent la logique de « gagnant-gagnant » : L'entreprise améliore sa réputation à travers ses actions sociales et la société en tire profit.

3.3 Les bénéfices tirés par la RSE sur le plan commercial

L'engagement RSE est une démarche qui accorde à l'entreprise des avantages à plusieurs niveaux, nous discutons dans ce qui suit les principaux bénéfices tirés sur le plan commercial.

3.3.1 Engagement sociétal et amélioration de la compétitivité des entreprises

L'engagement dans une démarche RSE peut constituer un avantage concurrentiel et améliorer la compétitivité de l'entreprise. Cette hypothèse est validée par notre étude empirique étant donné que la valeur *p* coïncide exactement avec le seuil de 0,1. En outre, l'indice F^2 témoigne d'un effet moyen de l'engagement sociétal sur la compétitivité de l'entreprise. Ce résultat peut être expliqué par le fait que l'adoption d'une démarche RSE permet généralement de répondre aux attentes des principales PP dont notamment et salariés et les clients. S'agissant des collaborateurs, des actions sociales menées en leur faveur sont de nature à les motiver et leur donner le sentiment d'appartenance à l'entreprise. La motivation et l'intégration du salarié impactent positivement son rendement, sa créativité et la richesse créée par l'entreprise. Par ailleurs, une politique sociale appropriée et des avantages sociaux offerts aux collaborateurs peuvent attirer des compétences de haut calibre susceptibles d'accroitre davantage la valeur ajoutée de l'entreprise. Tous ces effets permettent de rendre l'entreprise engagée dans une démarche RSE plus compétitive sur son marché.

Quant aux clients, une attention particulière accordée à leurs besoins permet de les fidéliser. En plus, l'engagement d'une entreprise dans une démarche RSE lui donne plus de crédibilité et lui permet d'attirer d'autres clients qui sont à la recherche d'un fournisseur responsable. A cet égard, il importe de signaler qu'une étude a été réalisée en Espagne, Portugal, France et Hongrie et publiée en février 2020 par Oney et OpinionWay a montré que 90% des acheteurs européens se considèrent sensibles à la consommation raisonnée[1] et ont le sentiment d'agir vers ce type de consommation.

L'engagement sociétal encourage également l'innovation et le développement de produits éco-responsables, permettant ainsi de se positionner avant les concurrents sur les marchés de demain.

[1] La consommation raisonnée est définie par les Européens interrogés selon les trois critères suivants : le gaspillage alimentaire, l'obsolescence programmée et les modes de fabrication des produits.

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Tous ces facteurs expliquent comment l'engagement sociétal peut contribuer à l'amélioration de la compétitivité de l'entreprise. Quid à l'effet de tel engagement sur la réputation et l'image de marque de l'entreprise ?

3.3.2 Engagement sociétal et amélioration de la réputation des entreprises interrogées

La réputation est « *le socle de confiance autour duquel s'articule et fluctue l'image* ». (PIOTET. P, 2004). La gestion et l'entretien de ce précieux capital immatériel devient une nécessité impérieuse dans un environnement caractérisé par une concurrence acerbe et où l'information se propage à une vitesse accrue.

Nombreux sont les auteurs qui ont mis l'accent sur la relation théorique entre la RSE et les variables réputation et image de l'entreprise (Mahon et Watrick, 2003 ; Hillman et Keim, 2001 ; Brammer et Milington, 2005). Notre étude quantitative confirme cette relation et valide l'impact positif de l'engagement sociétal sur la réputation et l'image de l'entreprise. Le test de l'hypothèse H.2 révèle que cet impact est très important en affichant une valeur *p* très proche de 0 et une valeur de l'indice F2 de 0,8 qui dénote d'un effet fort de la variable « Engagement sociétal » sur la variable « Réputation ».

Il semble que les consommateurs marocains empruntent la voie déjà suivie par les acheteurs américains et européens en appréciant les actions sociales et écologiques menées par leurs fournisseurs. Dans un sondage réalisé auprès de quatre pays européens, 9 acheteurs sur 10 attendent des marques qu'elles s'engagent et les aident à mieux consommer (Étude précitée et publiée par Oney et OpinionWay, 2020). Ainsi, au centre des attentes des consommateurs européens des entreprises qui ont une marque et une bonne réputation se trouve l'engagement sociétal. Certes, la réponse à cette attente, ne peut qu'améliorer plus la réputation des entités engagées.

Rappelons que la recherche de l'amélioration de la réputation de l'entreprise est un facteur de motivation à l'engagement sociétal (voir 3.2.3). À travers la validation de l'hypothèse H.2, les entreprises enquêtées confirment que cet objectif est effectivement atteint et qu'elles sont arrivées à améliorer leur réputation en adoptant la démarche RSE. Il s'avère donc que les actions sociales menées par les entreprises interrogées au profit de leurs collaborateurs en particulier et de la communauté en général améliorent leur réputation auprès des PP. En effet, des initiatives comme le soutien scolaire des enfants des salariés, la lutte contre l'analphabétisme, la protection de l'environnement, le recyclage des déchets, la réduction de la consommation de certaines matières, l'optimisation de la consommation de l'énergie ne peuvent être que saluées par la communauté et dotent l'entreprise d'une bonne image auprès des acteurs de son environnement.

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La confirmation des deux hypothèses de recherche permet de valider notre modèle théorique et de conclure que la RSE peut être un outil de la politique commerciale.

Conclusion

La question de la RSE a intéressé les milieux académiques et scientifiques depuis plusieurs années. Nombreux sont les travaux de recherche qui ont tenté de définir le concept de la RSE, bâtir ses fondements théoriques et analyser ses implications sociétales et organisationnelles. Mais rares, à notre connaissance, les études qui se sont intéressées aux motivations commerciales de la RSE et aux effets de cette pratique sur le plan commercial. Le présent travail a tenté d'étudier la relation entre la RSE et la politique commerciale de l'entreprise, et ce, en répondant à la question centrale suivante : La RSE peut-elle être utilisée comme un instrument de la politique commerciale ?

La revue de la littérature montre bien que, pour plusieurs théories, les motivations commerciales sont fortement présentes derrière l'engagement sociétal. Les résultats de notre étude empirique viennent confirmer les propos de ces théories. En plus, la validation des deux hypothèses laisse conclure que l'engagement sociétal des entreprises interrogées leur a permis d'améliorer effectivement leur compétitivité et leur réputation auprès des PP. Ainsi, la relation entre la RSE et la politique commerciale est étroite et l'engagement sociétal pourrait contribuer efficacement à atteindre les objectifs de telle politique.

La présente recherche confirme que la conciliation entre les objectifs sociaux, écologiques et économiques est possible. Les entreprises sont invitées à s'engager dans une démarche RSE en la considérant comme un investissement et pas une charge supplémentaire eu égard aux effets bénéfiques qui peuvent être tirés de cet engagement.

Certes, d'autres facteurs peuvent motiver l'engagement sociétal des entreprises tels que les considérations éthiques, financières, institutionnels… Ce champ reste donc fertile à la recherche et des études futures pourront mettre l'accent sur ces facteurs et décortiquer d'autres.

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ESJ Humanities

Understanding Strategy Implementation: Progress along Performance of Meru County Government in Kenya

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Abstract

Below-average performance is a characteristic that has been common to many county governments in Kenya. The counties, formulate a County Integrated Development Plan as a guiding roadmap for five years. Besides the well-formulated strategies in Meru County, performance and effective service delivery have not been satisfactorily achieved. This study was designed to investigate the strategy implementation and performance of the Meru County Government. The study's specific objectives were; to determine the effects of resource allocation, organizational culture, leadership, and organizational structure on strategy implementation and performance of Meru County Government. The variables of the study were measured using their respective indicators as follows. Resource allocation; finance and human resources. Organizational culture; values and goals. Leadership; style and leaders' experience. Organizational structure; degree of decentralization. Performance; service delivery and county infrastructural development. Data was collected using a questionnaire with a Likert scale type of questions. The study targeted 291 employees of Meru County Government and a descriptive research design was used. Multiple regression analysis was used to analyze data. Findings indicated that the above-outlined variables had a positive and significant influence on the county government's performance. The study among others recommends that; the county government should allocate adequate resources for the execution of its strategies, and to improve organizational leadership, the management should have more employees contribute to decision-making

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and periodic workshops and/or training should be held for all staff. On organizational structure; promoting interdepartmental learning and creating a short chain of command can help transform performance for the better.

Keywords: Balanced Scored Card, Dynamic Capability, Resource Allocation, Organizational leadership, Organizational Structure

1.0 Introduction

A serious issue that has developed since businesses and governments embraced strategic orientation in their operation is how to implement and reap the benefits of their thoughtful process (Hitt, et. al., 2017). According to Verweire (2014), strategies remain until they are successfully executed to help the organization and the people around them. Strategy implementation entails the practice that transforms plans and strategies into actions to realize the planned objectives. Proper strategy implementation, which has eluded many organizations for years, transforms a written document into activities that drive business growth (Hitt et al., 2017)

Strategy makes organizations and individuals look forward to tomorrow and far deep intothe future (Brinkschröder, 2014). Organizations develop and execute their strategy to reach their desired state; for the government and all its agencies, their strategies are inclined towards an improved future for its citizens. The improved performance, higher efficiency, or sustainability that a strategy may promise is all tied to how the strategy will be executed. Many plans have looked good on paper and sounded comprehensive during discussions but the impacts of these plans upon final evaluation after execution are of no match compared to what was promised – mostly failing. According to Verweire (2014), strategy implementation has become a hot topic in today's corporate world. Organizations commit significant amounts of resources to training, consulting, and strategy formulation in the expectation that their brilliant strategies will transform into a brilliant performance.

According to the County Governments Act (2012), The County is responsible for a variety of administrative and development functions. These are the roles that the County Government of Meru was created and lives to serve; they include, County legislations by the county assembly and devolved functions that encompass health, agriculture county transport (county roads), Trade development and regulation, County planning and development, Education (ECD), Firefighting services, County public works, and services, etc. The performance of the Meru County government is measured by the extent to which the government succeeds in serving its purposes and its real outputs produced in comparison to the set goals and objectives (Abass, Munga & Were, 2017). The goals and

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objectives are seen regarding the County Integrated Development Plan; which is developed by policymakers in the county as a strategic guide for five years.

As per the reports by Infotrak (2020) Meru County is among the top 10 least-performing counties in the country right now. The performance is directly related to how the government uses its available resources and the rate of success of its strategy implementation. This report when compared with the 2020 report released by KNBS is a stunning juxtaposition. The release by KNBS (2020) reported that Meru County is the second richest county in Kenya jointly ranked with Nyeri and Kirinyaga. The county is nothing but a real potential of becoming a top economic hub in the country and region. But InfoTrak (2020) reports show otherwise when it comes to the performance of the county government of Meru

Many projects initiated by the Meru County government are yet to bring their complete intended benefits to the residents. Instead, some have become never-ending involvements continually consuming both national and local resources every financial year. A report by The Meru County Government (2019) indicated that around 131 multi-sectoral projects valued at Ksh. 18.9 billion have either stalled or only existed on papers are at 10% - 95% stages of completion. The projects have led to slow infrastructural development in the county and thus hindered higher rates of economic development in the region. Some of these projects are strategies that were laid out in 2016 to be successfully implemented in two years. The current performance to a large degree is attributable to the county's strategy implementation practices.

1.1 Objectives of the Study

1. To assess the relationship between the performance of the Meru County Government and leadership in the organization.
2. To determine the effects of organizational structure on Meru County Government's performance.
3. To assess the impact of resource allocation on the Meru County Government's performance.
4. To determine the impact of organizational culture on Meru County Government's
performance in Kenya.

2.0 Review of Literature

2.1 Theoretical Review

2.1.1 Resource Based Theory

The concept of this theory was first created in the year 1959 it was brought up by Penrose (1959). Later it was advanced by Wernefelt (1980) and Barney (1991). Wernefelt advanced it by writing a Publication on Resource

Based View while Barney published Firm Resources. Another notable contributor was Prahalad and Hamel (1990) who wrote Core Competences of the Corporation among others. However, Barney is widely quoted as the developer of Resource Based View due to the larger part played by his scholarly work. His publication, Resource Based View is a theory that focuses on strategic management and states that the success of an organization can't entirely be explained by conditions in the surrounding environment but relies heavily on the abilities of the resources that a firm has in its possession.

The Resource Based View asserts that a firm's capacity to manage the institutional context of its resource decisions determines its long-term competitive advantage (Wilkinson & Wood 2017). Organizations differ in what methods are used to acquire, develop, and allocate these resources and put them to use. If an organization can acquire and make good decisions on these resources the firm is always staged for success (Augier, 2018). Resource Based Theory inspires managers to start by looking within the organization and various departments for strengths and weaknesses before venturing into the external environment. Resource Based View guide managers and policymakers in what to do with the resources to get superior performance (Dagnino, 2012). The theory puts forward the following views for organizations to follow to achieve competitive advantage and easily realize their goals. The resources a company possesses should be of value, rare, hard to imitate, immobile, and heterogeneous (Wilkinson & Wood 2017). The study found significant weight on the Resource Based View because its approach and principles can be practically applied in improving the operation and performance of Meru County Government, Kenya.

2.1.2 Transformational Leadership Theory

Downton (1978) is considered the pioneer of the transformational leadership theory, a concept that was later worked on and developed further by Burns (1978). Transformational leadership has been a key concept in leadership research over the past years (Goethals, 2004). Transformational leadership theory is a theory of leadership that works with individuals beyond their personal interests. James MacGregor Burns first proposed the concept of transformational leadership when researching political leaders, but it is increasingly utilized to examine corporations as well.

Transformational leadership approach focuses on how organizational leaders can create positive and valuable change within an organization through its members. It's a leadership philosophy in which a leader works with supporters to identify needed changes, spark a purpose, and implement the plan with a group of devoted followers (Sashkin, 2004). Transformational leadership is the leadership style that emphasizes charismatic and emotional leadership qualities. As the name indicates, the transformational leadership

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theory tries to bring a fresh perspective on leadership (Sashkin, 2004). At various levels of an organization, including teams, divisions, departments, and the broader company, transformational leadership can be developed.

To make significant changes in a company, transformational leadership must display the following four characteristics: Individualized concern, motivation, idealized influence, and intellectual stimulation (Towler, 2022). These are the functions that can help in effective strategy implementation practices at Meru County Government. Inspirational Motivation; the transmission of a consistent vision, objective, and value system to the followers is the foundation of transformative leadership. Intellectual Stimulation: A transformational leader inspires his teams to be inventive. Leaders always inspire their employees to come up with new innovative ideas and never publicly criticize them when they make mistakes. Idealized Influence: Strategic leaders believe that a person could only influence followers when he does what he says. Others who desire to follow suit look up to leaders as role models. Individualized attention: Transformational leaders act as role models to their subordinates, praising their creativity and initiative. Followers are treated differently depending on their talents and competence (Towler, 2022). This study found the relevance of the transformational leadership theory since it would help to connect the role of strategic leaders' commitment and effective leadership to strategy implementation.

2.1.3 Systems Theory

In the 1940s and 1950s, Ludwig von Bertalanffy's study was the first to introduce the concept of comprehensive systems theory. His work was later furthered by Ashby (1956) and Bateson (1979). Bertalanffy pushed for open systems rather than the closed systems associated with traditional science initially. Closed systems would not interact with other systems, whereas open ones did connect with others. Instead of a single cohesive theory, systems theory is a strategy for envisioning an organization's structure and qualities in terms of the connections and interdependence between its components. All the different parts and divisions of an organization or business; in this case, Meru County Government should work in coordination with each other and the environment for effective strategy implementation.

The Systems Approach sees the institution as a system made of interrelated elements which work together as sub-systems, and is widely recognized as the basis of organizational growth and successful organizational structure. Real and excellent systems are aware of their surroundings and engage with them, as well as having the ability to obtain whole new props (László, 1972). Modifying one part of a system has ramifications on the overall system. These changes are

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predictable. The degree to which systems learn and evolve is governed by how well they are engaged with the surrounding environment (Jackson, 2000). In this theory, a system is any collection of diverse components that interact to make a complex whole. Organizations and governmental bodies have different departments and divisions that work in synergy for effective strategy implementation, Human Resource Management, Planning, Accounting, and Finance, Procurement, Research, and Development are just a few examples. Systems theory guides and informs how Meru County Government can set its organizational structure and other components for effective strategy execution.

2.1.4 The Balanced Scorecard Model

Balanced Score Card is a tool for measuring corporate performance. It was developed by Kaplan and Norton (1992). Previously, organizations and governments used only financial measures to determine strategic organizational success. The duo created the Balanced Scorecard model to include both financial and non-financial metrics to measure strategic performance. For this reason, the balanced scorecard has become the most widely used model when studying and gauging organizational performance (Niven, 2008). The Balanced Scorecard as a performance metric can also be used to recognize, improve, and regulate an organization’s different strategic functions and consequential outcomes both within and outside. The Balanced Scorecard encompasses measuring the following facets of a business: finance, learning and growth, customers, and business processes (Kaplan &Norton, 1992). The model then aligns the elements to the strategy and vision of the organization to aid improved performance.

On the customer dimension, each organization exists to serve a specific group of clients and their needs; in this study, residents of Meru County are the customers of the Meru County Government. The citizens are the target and the consumers of the services offered by the county government. Customers' needs might change at any time; thus, businesses focus on meeting them. Every strategy implementation practice is carried out with the final beneficiaries in mind. When accessing business processes; all processes in the strategy implementation process should add significant value to the entity. The strategy implementation process sheds light on what the organization must excel at to satisfy the target population who consume our services. In today’s volatile operating environment, learning and growth is key to the performance and survival of any organization. Learning and growth is the other important facet measured by the Balanced Scorecard as a performance measurement tool. In a dynamic environment, an organization's capacity to adjust and innovate indicates if it is capable of continuous progress and growth. The financial perspective is a quantitative benchmark in the Balanced Scorecard based on past figures. For a for-profit organization, profit must exceed costs.

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For this case; the Meru County government must achieve the highest efficiency possible in raising and spending its finances during strategy implementation. The Balanced Scorecard Model can enable Meru County Government to consolidate huge amounts of information into a single report, providing insight into the quality of services they offer and their current performance. Not only this, but a balanced scorecard can also contribute to quality addition and improve strategic performance and organizational efficiencies.

2.2 Empirical Review

2.2.1 Resource Allocation and Performance

Resource management involves resource allocation which affects performance. Abass (2020) investigated resource management practices that influenced the success rate of road construction projects in Wajir County. This investigation targeted 193 stakeholders who were directly involved in the forty-seven major projects that were being implemented by the county government in various sub-counties in Wajir. A questionnaire was applied to gather data for the research. It was realized that proper resource allocation directly helped in solving problems associated with the availability of resources and work efficiency for projects and strategic success. Well-organized resource allocation plans allowed managers to prepare to assign resources effectively to the tasks in strategy implementation and manage them. In conducting this study, the influence that environmental changes have on the performance of county government was not considered. This is a real factor, especially in recent years when economic, health, political, legislative, and social environments barely remain the same (World Economic Situation and Prospects, 2020)

In Tana River County, Hantiro and Maina (2020) studied how strategy execution affected the service delivery and performance of the county government. The study targeted to gather information from top management employees of the county government. One hundred and sixty-six respondents were targeted and by use of a proportionate stratified sampling method sixty-six were chosen. To collect data, questionnaires were used. One of the variables; resource allocation registered a positive and strong correlation with the independent variable; performance. The study obtained its findings 23 exclusively from senior management employees who do not share a common view with operational level staff and those with hands on the ground.

Ngumbi and Wambua (2018) study focused on organizational resources and implementation of strategy in the Kenya administration police at Baringo County. Resource Based View, Mckinsey 7S Model, and Institutional Philosophy were used to guide this research. For obtaining information from the target sample, a descriptive research approach was

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adopted, which included the use of Likert scale type 22 questionnaires. The study targeted seven hundred and twenty AP officers. The study realized a strong correlation between the sufficiency of allocated resources and the performance levels of the Police in Baringo County. However, the limitation was that the study was confined to the Kenyan police department and Baringo County.

2.2.2 Organizational Culture and Performance

According to the findings of Joseph and Kibera's (2019) study on organizational culture and performance as demonstrated by banks in Kenya. Organizational culture does have a major impact on microfinance banks' performance according to the findings. Organizational culture is a critical source of long-term performance and competitive advantage in businesses. In light of performance of the County Government of Meru this study supports the idea that certain cultural practices affect success in organizations. Primary and secondary data from yearly reports from the Kenya and Microfinance Rating Africa and the Association of Microfinance Institutions were considered in Joseph and Kibera's (2019) research. A systematic questionnaire helped with data collection from CEOs, the Human Resources Manager, and the marketing manager. This study exhibited gaps in the area that information for analysis and conclusion was extracted; only from top personnel alone. Additionally, the study was narrowly focused on microfinance institutions.

Abass et al., (2017) investigated the link between strategy execution and success in Kenyan county governments, focusing on Wajir County. He identified three variables that he presumed affected strategy implementation, among them was organizational culture. A questionnaire was utilized to gather information from 83 respondents out of a total of 166 employees. Data was analyzed through descriptive research design. According to the findings, there existed a significant relationship between culture and the performance of the institution. Positive and motivated employees encouraged performance. Nonetheless, this study did not take into account the effects of environmental changes on county government performance. This is a real factor, especially in recent years where economic, health, political, legislative, and social environments barely remain the same for a significant period.

Targeting 172 major contractors in Malaysia from which a representative sample of 61 was selected. Bamgbade et al., (2018). examined the effect of organizational culture on sustainable construction among Malaysian contractors. Data was collected from respondents via postal and physically given questionnaires. Collected data was evaluated using fractional least squares structural equation modeling, and it was discovered a relationship between adhocracy culture and effective construction and project implementation. According to a report by Wire (2021) on the Kenya

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Construction Industry, the industry contributed 5.6% to GDP in the year 2019 and created employment for almost 222,000 citizens. Construction projects comprise a large percentage of the strategies laid down by the Meru County Government. According to Bamgbade et al. (2019), organizational culture has a substantial impact on the effectiveness of these strategies. Contextual gaps are evident in the study as it was conducted in Malaysia, a country that does not share the same political system or comparable economic development as Kenya and its Counties.

2.2.3 Organizational Leadership and Performance

Atito (2017) studied leadership styles and strategy execution in a sample of Kenyan STIMA Saccos. The target population was 62 managers from STIMA Sacco Nairobi and Kisumu branches. Data for the research was collected by a questionnaire. Results showed that at STIMA Sacco Kenya, democratic and transactional leadership styles had a significant effect and a strong association with strategy execution; however, authoritarian and transformational leadership styles have good values but have little impact on strategy implementation. In light of the current study, the research by Atito (2017) exhibited both knowledge and contextual gaps. The study examined leadership styles alone which independently cannot be used to gauge performance in an organization; this brings a discrepancy between what the study revealed about performance and what should be known about performance. The study also targeted SACCOs whose findings cannot be accurately applied in governmental bodies.

Abdi (2018) reported that strategic leadership has quite a huge effect on organizational performance. His statistical report showed that 82.2% of results delivered heavily relied on the efficiency of leadership. The study by Abdi (2018); strategic management and firm's performance of tea plantation enterprises in Nandi County. With a target population of nineteen tea plantations. The target population was divided into 3 levels of management in accordance to their seniority using random sampling processes. Findings from the study failed to explain specifically in what manner the leadership influences results; could it be the competence of the leaders? Or how leaders motivated and inspired employees? Or is it the style of leadership?

Ejimabo (2015) through his research on; Influence of decision-making in organizational leadership and management activities, looked at how decisions made in organizational management and leadership activities affect creativity, development and effectiveness, performance, and goal achievement in modern companies. The researcher used the Kurt Lewin leadership theory to guide the research. This research included 400 previous and present corporate leaders and managers. A blend of interviews and questionnaires helped in data gathering. The findings demonstrated a substantial need for

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development and change in corporate policy-making, with technology, diversity, globalization, strategy, collaboration, and leadership effectiveness all being taken into consideration. The rigidity of structured interview guides and questionnaires limited the range of important data that could be collected resulting in a gap in knowledge in this study. The research being conducted in the business sector which is majorly focused on increasing profits and little on sustainability and service delivery to the citizens limits the practical applications of the findings 27 by this study; hence the contextual gap. The method used in selecting the sample was not comprehensive creating a gap by excluding other employees lower in the organizational hierarchy.

2.2.4 Organizational Structure and Performance

Ongeti (2014) investigated Kenyan state corporations' organizational resources, governance frameworks, and performance. A questionnaire was employed for collecting data. A drop-and-pick approach was used to deliver the questionnaire to a sample of 95 Kenyan state enterprises. Regression analysis revealed a significant link between resources and organizational performance. The moderating role of the firm’s structures resulted in a marginal increase in explanatory power on performance of 10.7 percent. This indicated that the type of organizational structure in place affects strategic performance. The Kenyan government has established state corporations to serve specific purposes in the country, their scope and roles are narrow and do not mainly encompass governance of the people. For example, Kenya National Trading Corporation for promoting and increasing wholesale and retail trade. Structures of state corporations are different from county government structures thus studies and findings from these areas are far apart and cannot be cross-applied.

Karemu et al., (2021) studied the influence of corporate structure on the performance of Kenyan Mobile Telephone Network Operators. Structural contingency theory was the foundation of the research. Data came from a self-administered questionnaire and public corporate reports. A total of 361 workers were recruited, however, only 258 completed and returned surveys. All workers of Kenya's Mobile Telephone Network Operators were included in the research population of 6,167 people. According to the findings, the organizational structure has a statistically significant impact on the success of an organization. Analysis was done by means of descriptive statistics. The research by Karemu et al., (2021) presented clear statistical evidence on how organizational structures affect organizational performance and strategy implementation. Nonetheless, the study was limited and confined to mobile telephone network operators. Additionally, a gap in the methodology used as the researchers used profit margins and market share to measure

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organizational performance. Organizational performance spreads beyond profits and market size (Parmenter, 2015).

Zhang et al., (2015) looked at how organizational structure and culture affected the deployment and effectiveness of Activity Based Costing in Chinese manufacturing firms. Kenya has a lot to gain by learning from the success stories of the Chinese Government and firms. Some of the firms are operating and have become successful in our country and environment. The goal of the study was to look at how organizational structure and culture interact to affect the effectiveness of Activity Based Costing implementation in Chinese enterprises. The contingency theory of management was used to lay the basis for the study. A questionnaire was utilized to gather information from 106 people. According to the research, the structure of an organization has a substantial influence on Activity Based Costing success. The elements of organizational culture and outcome orientation were shown to be strongly connected to the implementation's success. A weakness of the research is evident in regard to what affects organizational performance and strategy implementation, Activity-Based Costing is an important undertaking in an organization that promotes efficiency in resource usage. Use of cost structures only in understanding organizational strategic success results in a knowledge gap.

Setiawan et al,. (2016), studied administrative structure, leadership, and trust effects on the performance of workers at Ternama University, these were the factors presumed to be affecting the organizational success and strategy implementation of the institution. The study used a survey technique, with path analysis being employed to evaluate the hypothesis. An 80-person sample was chosen through simple random sampling. The study sample was determined by targeting all the employees of Universitas Ternam. From the population, a sampling frame of 120 individuals was created and simple random sampling was used to pick the respondents for the study from the sampling frame. Findings from the research revealed that: administrative structure has a considerable impact on trust; administrative structure has a major impact on performance; leadership has a quantifiable influence on productivity, and that leadership affects performance. In conclusion, these factors, such as organizational structure, trust, and leadership must be considered when attempting to minimize variation in performance.

3.0 Conceptual Framework

The conceptual framework of this study shows the link between the independent and dependent variables of the research. The study's major focus was the performance of the Meru County Government. The variables that affect performance as conceptualized in this research include; resource allocation, organizational culture, leadership, and organizational structure.

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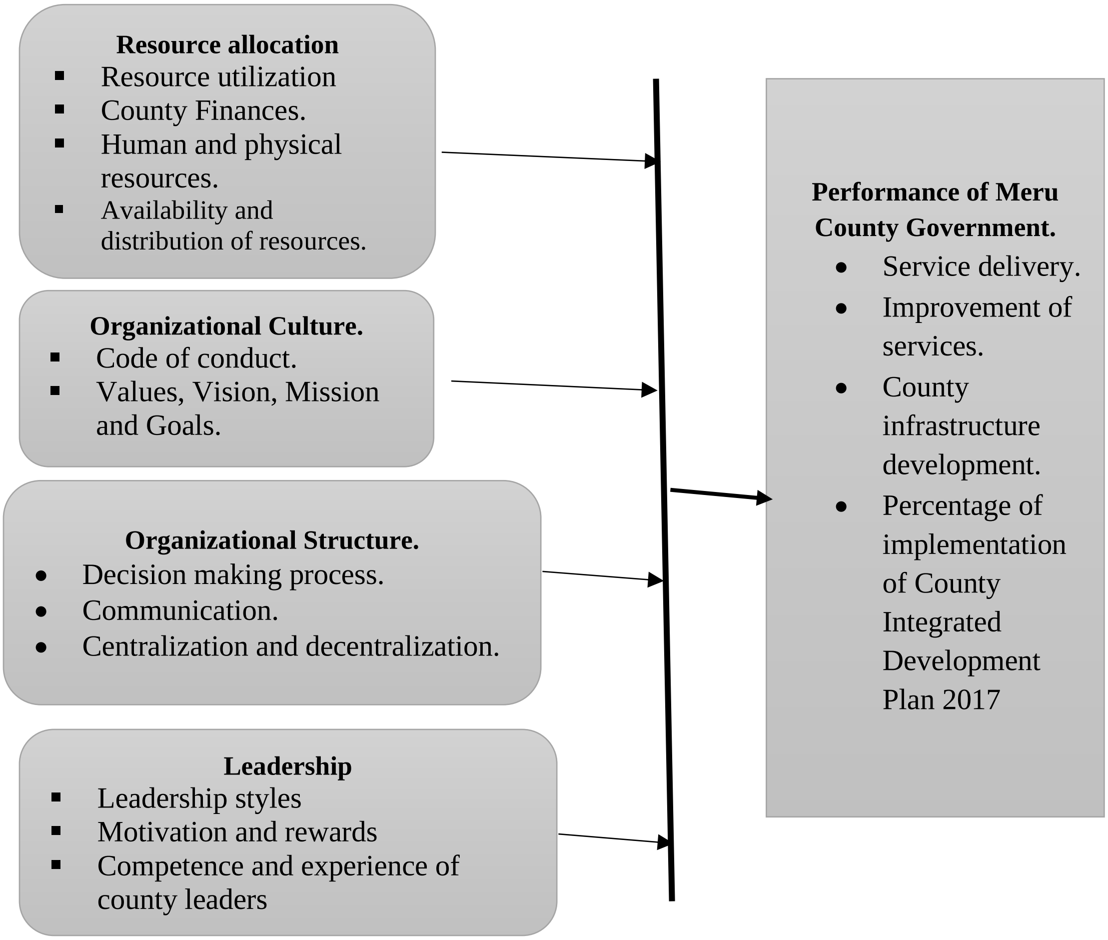
Indicators used to measure and study each of the independent variables are indicated under the particular variable. The independent variables that were studied and measured in reference to the performance of the Meru County Government were resource allocation, organizational culture, organizational leadership, and organizational structure.

Figure 1. Conceptual Framework Independent Variables Dependent Variable



Source: Researcher (2021)

4.0 Research Methodology

Successful strategy implementation has been a hard target for many county governments in Kenya. It was evident that the Meru County Government and the citizens were reaping less than expected gains from the county's strategy implementation. The overall objective of this study was to determine the effects of strategy execution on the performance of the County Government of Meru. To study this, the following specific research objectives led the research: to determine the impact of leadership, organizational structure, resource allocation, and organizational culture on the Meru County Government's performance in Kenya. A questionnaire was used to collect data, with dedicated questions that addressed each of the study's objectives.

This study was conducted using a descriptive research design. A descriptive research design is the most suitable approach for this research due to the special objectives that the study seeks to accomplish. Descriptive research design helped gather both quantitative and qualitative data on strategy implementation and the results achieved by Meru County Government. Meru County Government employees working at all levels of the administrative structure, from top management to Ward Administrators were targeted in this study. This was instrumental in collecting an all-representative set of data and drawing accurate and reliable findings. This study had a target population of 579 workers of the Meru County Government.

Table 1. Target Population's Distribution

Divisions.	**Total employees**	**Percentage**
County Directors	30	10.3%
County Executive	10	3.4%
Sub-County Administrators	11	3.7%
Ward Administrators.	46	15.8%
Meru County Chief Officers	19	6.5%
Town Administrators.	5	1.7%
Energy Roads and Transport	35	12%
Lands Public Works, Physical Planning & Urban	19	6.5%
Trade Investment Tourism & Co-operative	9	3.1%
Agriculture, Livestock and Fisheries	22	7.5%
Education Technology Culture Gender &Social Services	15	5.2%
Environment, Wildlife &Natural Resources	20	6.9%
Finance, Economic Planning & ICT	50	17.2%
Total	**291**	**100%**

Source: HR Department, Meru County Government (2021)

In this research, the population targeted was categorized into subgroups then a sample was picked from each category using a stratified random sampling method. This method provided data to represent and examine all subgroups in the target population. Additionally, it offered increased statistical efficiency. The stratified random sampling method was proportionate to the total for consistency. Simple random sampling was applied in the strata, giving each individual an equal and non-discriminatory chance of being picked for the study. A sample is said to be representative if it accurately reflects the features, characteristics, and opinions of the entire group (Kozak, 2015). The study picked 40% of the target population. 117 individuals were chosen through the described procedure as illustrated in the table below as the sample for the study. Taking 40% of the target population provided the significant accuracy required for this study and offered a chance for a reasonable number of participants; close to half of the targeted population. The percentage also offered efficacy in the data collection process and analysis.

Table 2. Sample Distribution

Divisions	**Population**	**Sampling Percentage (40%)**	**Sample**
County Directors	30	0.40	12
Sub-County Administrators	11	0.40	4
Ward Administrators.	46	0.40	18
County Executive	10	0.40	4
Town Administrators.	5	0.40	2
Energy Roads and Transport	35	0.40	14
Lands Public Works, Physical Planning & Urban	19	0.40	8
Meru County Chief Officers	19	0.40	8
Trade Investment Tourism & Co-operative	9	0.40	4
Agriculture, Livestock and Fisheries	22	0.40	9
Education Technology Culture, Gender &Social Services	15	0.40	6
Environment, Wildlife &Natural Resources	20	0.40	8
Finance, Economic Planning & ICT	50	0.40	20
Total	**291**		**117**

Source: Researcher (2021)

From various groups of employees of Meru County government data was gathered with the use of a designed questionnaire. The questionnaire was developed and constructed by the researcher which contained Likert scale type of questions with a combination of unstructured and structured questions to create room for additional information. The data-gathering questionnaire was self-administered; it was dropped and picked later.

A Permit to conduct the study in Meru County Government was obtained by requesting the management for the same. An official authorization letter to conduct the research was obtained from the Kenyatta University Department of Business Administration. Data was gathered by administering the questionnaire to the selected sample; the drop-and-pick latter approach used in the process, allowed respondents an easy time to answer and give quality responses. Two weeks were given for the selected individuals from the sample to fill and return the questionnaire, and a follow-up was made after nine days in the case of non-response.

Data organization and cleaning were done on gathered responses to help in the analysis and drawing of accurate conclusions that helped achieve the outlined research objectives. This research collected and evaluated both quantitative and qualitative data from the returned questionnaires. To analyze quantitative data, descriptive statistics were applied. This analysis was done

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using SPSS version 26.0.0. Tabulation of quantitative data was done for each objective to provide a bird's view of the information and helped in identifying any patterns or trends.

Specified indicators were identified for each variable, and data was gathered and studied to understand if the variable had any influence on the dependent variable. The indicators also helped in revealing the nature of the relationship between the independent variables and the performance of the Meru County Government. To study resource allocation, the following indicators were considered; Resource utilization, county finances, human and physical resources, and availability of resources. Indicators of organizational culture included; leadership styles, code of conduct, values, vision, mission and goals, and employee experiences as told by employees of Meu County Government. On the organizational structure, decision-making process, centralization and decentralization were studied. The following variables were used under leadership: leadership styles, motivation and rewards, competence, and experience of the county leaders. The percentage of implementation of the County Integrated Development Plan 2017, Service delivery, improvement of services, and county infrastructural development were used to study and analyze the dependent variable; the performance of the Meru County Government. Regression analysis was applied to test the association between the independent and dependent variables. The regression model below was applied;

The model: $\mathbf{Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon}$

Where:

Y - Performance of Meru County Government

X_1 - Resource Allocation

X_2 - Organizational Culture

X_3 - Leadership

X_4 - Organizational Structure

$\beta_0\, \beta_1, \beta_2, \beta_3, \beta_4,$ - Coefficients of regression

ε - Error Term

The relationship among the variables of this research was tested at a 95% confidence level. For presentation, information was presented and displayed in charts, tables, and graphs. This method of presentation provided for easy visualization of statistics, provides a summary of the findings and is in line with people's taste for graphic representations over paragraphs of words (Davis, 2021).

5.0 Research Findings

5.1 Regression Analysis

Inferential statistics were used to determine how Meru County Government's performance was affected by Organizational Structure, Organizational Leadership, Organizational Culture, and Resource Allocation.

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Multiple regression analysis was employed in specific. The findings are discussed in the below sections.

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.829[a]	0.688	0.674	0.23580

a. Predictors: (Constant), Organizational Structure, Organizational Leadership, Organizational Culture, Resource Allocation

Source: Research Data (2022)

R-Square (R^2) is the measure that represents the proportion of the variance in performance of Meru County Government that is explained by organizational structure, organizational leadership, organizational culture, and resource allocation. From Table 4.11 the value of R-Square is 0.688, this explains that 69% of the variation in performance can be directly attributed to organizational structure, leadership, culture, and resource allocation. The other 31% is attributable to other factors not investigated in this study.

The study established the model's significance using Analysis of Variance (ANOVA); the outcomes were as shown in Table 4 below.

Table 4. Analysis of Variance (ANOVA)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	11.266	4	2.817	50.655	0.000[b]
	Residual	5.116	92	0.056		
	Total	16.382	96			

a. Dependent Variable: Performance of Meru County Government

b. Predictors: (Constant), Organizational Structure, Organizational Leadership, Organizational Culture, Resource Allocation

Source: Research Data (2022)

The Analysis of Variance (ANOVA) showed that the regression model was significant $F(4, 92) = 50.655$ $P < 0.05$, $R^2 = 0.688$. As shown in Table 4.12, the p-value obtained was 0.000[b] which is less than 0.05. The results indicate that the model used in the investigation is statistically significant in explaining how the performance of the Meru County Government is influenced by organizational structure, organizational leadership, organizational culture, and resource allocation.

The study used regression coefficients to determine the proportion of variance in the performance of Meru County Government that could be explained by individual independent variables. The outcomes are presented in Table 4.13

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Table 4. Regression Coefficients

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1(Constant)	2.649	.488		5.432	.000
Resource Allocation	.377	.067	.570	5.592	.000
Organizational Culture	.131	.053	.154	2.476	.015
Organizational Leadership	-.380	.095	-.375	-4.014	.000
Organizational Structure	.329	.069	.396	4.786	.000

a. Dependent Variable: Performance of Meru County Government

Source: Research Data (2022)

In regards to the findings in Table 4.13, each of the independent factors had a significant effect on the performance of the Meru County Government. The variables were studied and measured using specific determined indicators as illustrated in the conceptual framework. The four variables satisfied the p-value rule of thumb of being less than 0.05. As per the table above, the model used which was $Y = \beta 0 + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4 + \beta 5X5 + \varepsilon$ was translated to:

$$Y = 2.649 + 0.377X1 + 0.131X2 + 0.380X3 + 0.329X4$$

Where: Y - Meru County Government Performance
X1 - Resource Allocation
X2 - Organizational Culture
X3 – Leadership
X4 - Organizational Structure

The study showed that resource allocation had a significant positive influence on the performance of the Meru County Government ($t = 5.592$ $P < 0.05$). Barbier (2019), indicated that resources (tangible resources, intellectual resources, monetary resources, and human resources) or of any other kind within an organization should be managed and used effectively because proper use helps managers gain control of the project implementation process. Barbier (2019), also showed that resources had positive significant effects on organizational performance. The current study with its major objective sought to establish the influence of resource allocation on the performance of the Meru County Government. The majority of respondents in the study expressed that resource allocation influenced the performance of the Meru County Government. A significant and positive correlation between resource allocation on organizational performance was established. The study also established that human resources in Meru County Government possessed the necessary skills for effective strategy implementation, the county government

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did allocate resources fairly to all departments and that proper audit and monitoring of the use of county resources was done periodically and on time.

The study also determined that organizational culture possessed a positive and significant influence on performance ($t = 2.476$ $P < 0.05$). This finding on the influence of organizational culture on performance is in line with the findings of Joseph and Kibera's (2019) study on Organizational Culture and Performance as Demonstrated by Banks in Kenya. The study found that organizational culture does have a major impact on organizational performance. In this study organizational culture was found to be a critical source of long-term improved performance and competitive advantage in the organizations under the study. Organizational culture in this study was found to have a significant influence on the performance of the Meru County government. The study established that: The culture of Meru County Government encouraged challenges and continual learning, the County government of Meru had a clear and well-understood code of conduct, workplace transparency and timely communication were done through appropriate channels, and workplace politics negatively affected strategy implementation in the county government.

The regression coefficient on organizational leadership gave positive results, indicating that appropriate leadership led to better performance and the opposite was true ($t = -4.014$, $P < 0.05$). Abdi (2018) reported that strategic leadership has quite a huge effect on organizational performance, his statistical report showed that 82.2% of results delivered heavily relied on the efficiency of leadership. This study investigated how organizational leadership affected the performance of the Meru County Government. Most of the respondents agreed that leadership had an impact on strategy implementation. Following regression analysis, the research found that leadership was statistically significant in explaining Meru County Government's organizational performance. On leadership, the study established the following among other areas of interest; The leadership highly supported the people in Meru County to achieve their career and life goals, the leadership style adopted by the Meru County government allowed for employee participation, and the county government ensured a conducive, safe and healthy working environment for its employees.

On the last variable, the study determined the influence that organizational structure on organizational performance; this factor demonstrated a positive significant relationship with the performance of Meru County Government ($t = 4.786$, $P < 0.05$). According to Karemu et al. (2021) organizational structure has a statistically significant effect on organizational success. The study by Karemu et al. (2021), investigated the effect of corporate structure on the performance of Kenyan Mobile Telephone Network Operators which reported a similar finding as this study. The current study looked at the

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impact that organizational structure has on the organizational performance of the Meru County Government. The results from the analysis of collected data showed that organizational structure possessed a significant influence on the performance levels of The County Government. Other realizations made on Meru County's organizational structure are that; the Meru County government had a flexible organizational structure that can adjust to the demands of the environment and strategy implementation process, Power and decision making is centralized in Meru County and the organizational structure allows for easy coordination and control during strategy implementation

5.0 Conclusion

In light of the findings, the study concludes that adequate resource allocation or economical appropriation and use of inputs where they are scarce are vital for the better performance of organizations. Resource allocation is critical in strategic management because it enables managers to plan and prepare for strategy implementation or goal achievement, aids in resource planning, and provides insight into the strategic team's progress. Human resources are the most valuable kind of resource in an organization and should be equipped with technical and practical knowledge of every bit of the strategy implementation process. Audit and monitoring of the use of county resources are important for corrective action to prevent wastage or loss of these scarce items.

On organizational culture, the study concludes that institutional culture has a special place in determining the level of success that will be attained now and in the future of Meru County Government. The code of conduct, vision, mission, and goals of Meru County Government should be at the core of every strategy formulated and every stakeholder in the county government should uphold them in all transactions with the county government. Knowledge of exactly what is expected increases the chances of successful strategy implementation. The study also concluded that culture can help in different ways in changing performance; culture can improve employee engagement, give a sense of direction to everyone in the organization and promote teamwork. It was observed and concluded that Meru County Government had made deliberate efforts in creating a culture that fosters Integrity, Transparency and Accountability, Teamwork, Inclusiveness and innovation, and hard work.

Leadership was found to have a statistically significant impact on strategy implementation and performance of the Meru County Government. The study concludes that leadership experience, competence, and strengthening leadership skills is a viable route to take for Meru County Government. Meru county government leadership shared learned lessons in the organization, they supported goal achievement in different ways, provided

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a conducive working environment, and held team-building exercises with colleagues.

The study sought to establish the relationship between organizational structure and organizational performance; whereby a strong statistically significant correlation was realized. Owing to the findings, the study concludes that organization structure dictated how Meru County Government responded to changes in the environment, the organization set up promoted sharing and learning among employees, and the structure of the organization allowed coordination and controls during strategy implementation. A simple and properly laid out structure can help Meru County Government overcome subtle daily bottlenecks and enhance the administration and productivity of departments.

5.1 Policy Implications

On resource allocation, the study recommends that the county government prioritize sufficient resource allocation on matters of strategy implementation to help better service delivery. The county government should also endeavor to create a wide and growing resource base to be able to properly finance its activities alongside the provided resources by the national government. The use of modern technology in this can help prevent loss of revenue, and misuse of resources and provide accurate and reliable data for decision-making on resource allocation. Organizations keep themselves running through resources and resource allocation is a continuous process with priorities changing with the seasons. Human resources being a key player in this process, they must be trained and educated on resource allocation, sustainability, and economics for improved use of limited resources.

Considering the study established that organizational culture had a significant influence on strategy implementation and performance of Meru County Government, the study recommends the following: What the county government of Meru works and stands for should be made clear at every level and every new entrant in the organization should be made aware of this. The organization should make employee relations stronger and connect them to a purpose. The culture should uphold goal attainment and promote easy and clear communication during strategy implementation. It is recommended that leaders create more slots for employees to contribute to organizational decisions. Employees should participate in decision-making for an organization to grow. Such a style of leadership fosters trust and is essential for succession planning it creates a strong sense of responsibility when one's opinion is taken, evaluated, and given for implementation.

In these unpredictable times, indeed, the rate of change is quickening as robots, artificial intelligence, data mining, and remote work increase. People must grasp how change affects both their professional and personal

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lives, as well as how to effectively handle it. Leaders of the Meru County government should stay abreast with these changes, especially those touching on work and strategy implementation. Periodic workshops and/or training should be held to review new developments and help see what should be expected. The county government should promote competence and strengthen leadership skills in every employee for they all influence others and are leaders in their work domains. On the organizational structure, the study recommends that the Meru County Government should improve its organizational structure through; participative decision-making, creating a simple and short chain of command for the strategy implementation process, promoting interdepartmental learning, enhancing agility and flexibility in organizational structure and continual review of the current structure to eliminate redundancy and role duplication. It is important that Meru County Government build on what is working in strategy implementation and increase organizational responsibility and accountability at all levels.

5.3 Limitations and Future Research

This study examined strategy implementation practices and their impacts on the performance of the County Government of Meru. The study examined how four major variables including leadership, organizational structure, resource allocation, and organizational culture affected the strategic implementation and performance of county government. From the study, these factors could only explain less than 70% of the current performance levels of the county government. There are other variables that influence the performance of county governments and further research is recommended to be conducted on them. During the research, it was noticed that not only developmental strategies initiated and implemented by Meru County Government had performance issues but also those done by the national government. For effective service delivery in Meru County, strategies implemented by the National Government also influenced the overall quality of service delivered by the Meru County Government. Further research is thus recommended on strategy implementation by the national government. This can be done with a regional or national focus to give recommendations on how to improve the national government's strategy implementation and improve their performance.

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The Loss of a Clan: Abandoning Ethos of the East African Revival by the Contemporary Kenyan Christian

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Abstract

This study investigated two practises of the East African Revival (EAR) movement; the public testimony of one's salvation and the public confession of all known sins. The study further sought to know the attitude of the contemporary Christian on the same. The study was qualitative in strategy with a phenomenological design. Criterion based purposive sampling was used to select the participants. The tools for gathering data were In-depth interviews, Focus Group Discussions, and Document Review. Thematic Coding Analysis was used to analyse the data. The EDNA model for practical theology was applied as the theological framework. Findings show that the EAR members held the public testimony and public confession of sin as foundational to their doctrine and practice. The two practices helped them to create a unique identity and cohesiveness, after separating from their familial clans at conversion, hence forming a new spiritual clan of their own. The contemporary Christian on the other hand finds these two tenets of the EAR, intrusive and unacceptable. With no alternative ways of building cohesiveness and a unique identity, the younger believers are left without a clan hence becoming spiritual orphans. Traditional Anglicanism, with its focus on sacraments and liturgy, and African Traditional Religions are among the formations fighting to adopt these spiritual orphans. The study recommends that the church and society revisit these practices and apply them appropriately

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in the fight against corruption and tribalism, among other ills in Kenyan society.

Keywords: East African Revival, Public Testimony, Public Confession of Sin, Cultural Discontinuity, Spiritual Orphans

Introduction

The beginning of the East African Revival (EAR) and its strong connection with the Anglican Missionary fraternity is traced back to 1930 (Church, 1981, p. 79).The revival sustained its momentum for "three generations"(Hooper, 2007, p. 71) and contributed greatly to the "growth of the Church in East Africa" (Hooper, 2007, pp. 71, 89). The members of the EAR held together in a tightly knit spiritual clan (Kevin Ward, 1991, p. 134) and this enabled them to stand for righteousness against many odds. Over time, however, the influence of the EAR on the Anglican Church in Kenya has been waning. In the "Chronology of Faith Building Events"(Ogutu, 2017, pp. 188–189) scanning the period between 1844 and 2016 for the All Saints Cathedral (ASC) Church, Nairobi, the EAR does not feature (Mwangi, 2022). The omission of the EAR, whether accidental or intentional, is a major pointer to the disconnect that has come between the EAR movement and the contemporary Christian because it shows that the EAR is no longer significant at the ASC.

Kenya has long been known to be over 75% Christian (Dyrness, 1992, p. 118) and in the 2019 national census, 85.5% Christian (Kamer, 2019), yet it is also amongst the world's leading nations in corruption (Transparency International, Kenya, 2020). Normally Christians should have a penchant for holy living especially drawing from the command in Leviticus 19:2, to be holy because God is holy. The spirituality of this Christian ultimately becomes "a web of relationships in which we practise holiness" (Wolfteich, 2014, p. 331). If a huge percentage of the Kenyan population was practising holiness in daily life, then their impact would have gradually grown enough to suppress, if not totally eliminate, major societal vices rampant in this nation, such as tribalism, corruption, domestic violence, illicit sex among the youth, alcohol and drug abuse, hence linking Christian spirituality and ethical action.

With the understanding that "the study, critical assessment, and creative retrieval of …traditions of Christian spirituality are important tasks of practical theology" (Wolfteich, 2014, p. 329), this study picked the EAR movement as one group whose spirituality can be representative of the Kenyan spiritual heritage. This study investigated the retention, or loss, of two practices established by the EAR in its heyday, and which had set its members apart, as people of a high moral standing. These were the public testimony of salvation, and the public confessing of all known sins (Ward & Wild-Wood, 2011, p. 7). In keeping with Practical Theology's tradition of dealing with practices which have been motivated and established by religious commitment (Immink, 2014, p. 127), the researcher sought to know the motives and reasons behind their establishment; whether the same practices have been passed on to the contemporary Christians by those who practised them, and whether contemporary Kenyan Christians find these practices theologically sound and/or relevant.

Choice of the Field

The investigation looked at two groups of people. First the active members of the EAR. These have first-hand experience of participating in the activities of the EAR, and are the current custodians of the practices and doctrinal positions held by the EAR. The second group is the contemporary and influential Christian in the Anglican Church of Kenya (ACK), ASC diocese. Here the focus was mainly on middle aged believers holding positions of responsibility in the Church and society and therefore influencing policy and ethos in contemporary Kenyan society. These were chosen to represent the younger generation (younger in comparison to the much older members of the EAR) of believers because the EAR was largely incubated in the Anglican Church (Kevin Ward, 1991, p. 129). The ASC church in Nairobi is also significant for this study because it is seen as the "model Cathedral for other dioceses"(Ogutu, 2017, p. XV) in Kenya to emulate.

Methodology

This study was qualitative in strategy and phenomenological in its research design. It sought to gain an understanding of what meanings the different participants attached to their experiences in relation to the EAR ethos. Phenomenology "searches for reasons for any irregular development as the possible result of tensions in human existence…"(Heitink, 1999, p. 189). This approach was deemed fit to dig out the underlying perceptions and occurrences in this situation. The inclusion of two different groups of people also made this study comparative. Bryman observes that where "two or more cases"(Bryman, 2016, p. 70) are involved in interviews conducted for a qualitative research, then the study becomes comparative. The comparative component was vital because it highlights the changes that have occurred over time, regarding perceptions on public testimonies and public confessions of sins.

Bloomberg and Volpe observe that while "Methodology refers to how research proceeds…Methods commonly denotes specific techniques, procedures, or tools used by the researcher to generate and analyse data"(Bloomberg & Volpe, 2016, p. 157).The tools used for this study were In-depth interviews, Focus Group Discussions, and Document review.

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Criterion based purposive sampling was used to select the participants. The main criteria was the individual's level of interaction with the EAR and, or the ASC Nairobi.

The In-depth interviews were central to this study because they availed opportunity for the researcher to interrogate the participants, particularly the older members of the EAR, who required patience and ample time to remember and articulate their experiences. The data from the interviews thus became sufficiently "rich, thick descriptions" (Bloomberg & Volpe, 2016, p. 229). The prevalence of the COVID 19 pandemic during the period when the interviews were conducted meant that some of them had to be done via telephone. 20 interviews were conducted involving 24 individuals. 4 interviews had 2 interviewees each where 3 were married couples and 1 case had 2 members of the EAR sitting together. Ages ranged from 50 to 101 years. Focus Group Discussions (FGD), which in some cases are referred to as group interviews, were conducted mainly with the younger members (younger in relation to the older EAR respondents) of the ASC. These group discussions have a special place in qualitative research because they bring in what the respondent has observed as an individual and also give the researcher the opportunity to interrogate these observations just as in an interview (Bloomberg & Volpe, 2016, p. 126). Four FGDs were held and all of them were conducted online using the ZOOM virtual conference tool. This was again made necessary by the prevailing COVID 19 containment measures in place at that time. Ages ranged from 20 to 65 years. One group was made of a neighbourhood Bible-study cell. Another group was made of young professionals at ASC who meet together regularly to encourage one another. The other 2 groups comprised of individuals holding leadership positions at ASC and available at 2 different times. In total the FGDs had 32 individuals participating. The researcher would give a brief introduction of the discussion ahead and then allow the discussion to flow while guiding it with the already prepared questions. All the participants were comfortable with this technology and would quickly log in again where the link was interrupted for any reason.

All the interviews were recorded using a digital voice recorder and later transcribed by a research assistant. Some interviews were done in the Kikuyu language in cases where the respondents were not comfortable with English but most were done in English. The researcher, who is also the author of this article, personally conducted all the interviews and this made the processing of data easier. The respondents are identified with the letters of the Alphabet and where a married couple was involved the man has the number 1 and the wife the number 2 alongside the letter identifying them.

10 books were reviewed for this study. These were selected on the basis of their content and its relevance to the study. Among them were 5 autobiographies.

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Three research questions were then used to guide in the formation of themes resulting in the emergence of two major themes and two sub-themes. The EDNA model for doing research in Practical Theology was used as the theological framework. This model has four stages namely: Exploratory, Descriptive, Normative, and Action, forming the acronym EDNA (Woodbridge, 2014). The Exploratory stage, which covers the background of the study, is covered in the introduction while the Descriptive is covered under the research questions. The Normative stage, which emphasises the place of scripture, overlaps in both the research questions section and the conclusion. The Action stage is under the conclusion.

Research Questions

1. What was the significance of Public Testimony in the EAR ?
2. What was the impact of Public Confession of sin in the EAR?
3. How does the contemporary believer in the ASC view Public testimony and public confession of sin?

Themes

1. Conversion, Cultural Discontinuity, and Public Testimony
2. Repentance and Public Confession of Sin
   I. Restitution
   II. Delineating sin

Findings and Discussions

Significance of the Public Testimony

Under research question one, the theme Conversion, Cultural Discontinuity, and Public Testimony revealed that the public testimony was one of the fundamentals in the EAR movement.

The experience of respondent S who got saved as a 15 year old primary school boy on the 8th of September 1956 is telling. His teacher had evangelized him and then invited him to an upcoming EAR convention. As the meeting progressed with the initial announcements, introductions and testimonies, he became impatient. He stood up and shouted "I came to get saved and you are keeping me waiting!" He was immediately given the opportunity to publicly declare his salvation. The response was overwhelming. There was a spontaneous singing of the EAR theme song *Tukutendereza Yesu*, translated "We Praise You Jesus"(Kevin Ward, 1991, p. 113).

As the singing went on the people lined up to hug him. He had not undergone the rite of circumcision by then and was therefore considered a "*kihii*" in the Kikuyu tradition. The status of a *kihii* in the Kikuyu cultural setting is such that he can only have a close interaction with others in the same category. As Kenyatta observes, "The difference in standing of the circumcised and the uncircumcised is tremendous"(Kenyatta, 1965, p. 104). S recalls how his *kihii* status seemed to have disappeared immediately he made the public confession of salvation. Adult members of the revival treated him as a friend right away. Under no circumstances would he have expected his teacher, elders in the community, and women of his mother's age to hug him, a *kihii*, but they all lined up to do so.

This acceptance gave new converts a new identity and purpose. It was enough to make one a faithful disciple of the EAR. It also changed the worldview of the convert whereby they would begin to see themselves as Christian first then Kikuyu, as opposed to being principally Kikuyu, then Christian. The fellowship members would then become the new convert's clan as opposed to the traditional clan made up of ones relatives. This was the epitome of the cultural discontinuity associated with the revival.
Despite his relatives declaring him a lunatic because of getting saved, S performed well in school up to university level and later became an ordained minister with the Presbyterian Church of East Africa (PCEA) and a theology scholar holding a PhD. In retrospect, he has no regret for belonging to a group which upon "their conversions they put distance between themselves and communities that claimed them in the name of ethnic identity"(Peterson, 2013, p. 76).

Respondent D remembers the concept of salvation being introduced in his Embu locality for the first time in 1940. He could not recall any mention of salvation prior to that. Christianity as was known then entailed baptism as marking the start of a Christian life, followed by involvement in Church activities. He got saved in 1942 at the age of 23. The small numbers responding to the Gospel seem not to have been a bother to the EAR members. They focused more on the veracity of the conversion than on the numbers of those getting saved. The EAR members did not fear losing a convert on the basis of being scrutinized. The quantitative approach to evangelism popular today, where the numbers of those who get saved are the measure of success as opposed to the depth of conviction, was not part of the EAR approach. On cultural discontinuity, respondent D had to change not only his spiritual affiliation but also his friends and regular companions. The members of the EAR fellowship became his regular companions and friends.

Respondent G got saved in an EAR convention at Thogoto in 1949 at the age of 15 years. He had been ailing during the interview. On 5th July 2021 he died. The researcher was involved in the funeral arrangements and observed some details relevant to this study, especially concerning the actual burial which happened on 13th July 2021.

The community uses a group of young men to dig the grave whenever someone dies in the village. This group consists of young, unemployed, and largely delinquent men. Their main interest is to get a meal after the work and

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also earn some little money to buy the local alcoholic brew. They have nothing to do with the Church.

On the eve of the burial the young men came and dug the grave. They smoked their cigarettes and talked in their foul language as they did the work. Most of them had never entered that compound before. After they were given their money and food they went away. The standard expectation is that the next day after the church ceremony is over they would be there to refill the grave with soil. They never came back. This caused a bit of suspense after the church ceremony but the many people who had attended the funeral took up the work and filled the grave with soil. It was later reported that the young men felt no obligation to complete their mission as this was a home where they were not properly recognized.

This incident demonstrated the incompleteness of cultural discontinuity for the current members of the EAR in some parts of central Kenya. The local church and the local EAR fellowship were not able to demonstrate what Wild-Wood calls "a cohesive system of social obligation"(Wild-Wood, 2016, p. 130) by availing enough of their own young men to do the work around the grave. This left a gap for the young men of the village to fill. It also created a feeling that the Christian remains vulnerable to the dictates of the non-Christian members of the community at least at the end of his/her life. The "new clan"(Wild-Wood, 2016, p. 130) initially formed by the EAR and well known for meeting the social needs of the group is no more. It may also explain why some Christians have joined the *withike wi muoyo* (bury yourself) groups (Mwangi, 2022, p. 33). The inability of both the Church and the EAR to raise enough social capital within their members to cater for their social needs of all kinds makes the same members vulnerable and cultural discontinuity risky. Death is a significant rite of passage and community values are generally communicated during rites of passage. When the Church is unable to take full control during this rite of passage, Christian values are lost and cultural values prevail as the default position.

J got saved in 1974 while in secondary school. She has all along believed in the public testimony and public confession of sin. She refers to Psalm 107:2 where it says "Let the redeemed of the Lord tell their story" (NIV), as the springboard for public testimony of salvation. She emphasized the need for the newly saved to publicly state what God has done for him or her. Her experience is that these public testimonies have also witnessed to other observers and listeners who realized that the testimony given identified with their private predicament hence showing them that there is a solution. They then proceed to accept salvation because they heard the testimony. Testifying in public is therefore seen as a way of evangelizing by members of the EAR.

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Respondent P got saved in a Kenya Anglican Youth Organization (KAYO) camp at age 33. He takes the position that initially the EAR members took him up because they saw leadership potential in him and they also wanted the youth to join them. However, he asserted that they held to a particular mold in their Christian faith and anyone who did not totally fit in was not welcome. His experience resonates with Gatu's opinion where the latter accused the EAR of trying to fit the younger Christians into their "old mold" (Gatu, 2006, p. 49). Respondent P described himself as one who gradually failed to fit in the EAR mold until he could no longer be counted as one among them. His wider interest in the growth of the church and theology are some of the things he said disconnected him with the EAR. He thought them to be inward looking while they saw him as too accommodative.

His analysis of the EAR is that they segregated themselves from the society and became "ultra-Christian" seeing all others as not measuring up to their standard. He called them sectarian and expressed the opinion that they would have had a bigger impact in the society if they had been more accommodative. This concerns were also expressed by Max Warren in his journal (Kevin Ward, 1991, p. 133), and more directly supported by Gitari, who opined that the EAR became an "introverted ministry"(Gitari, 2014, p. 12), a state that weakened it and diluted its impact.

Respondent N was a retired Anglican Bishop who rose through the ranks in the church, having started as a parish priest after attending Bible school. He got saved in 1957 at about 21 years of age. His conversion and spiritual growth all happened in the EAR fellowship. He observed that at the time of his conversion the EAR was emphasizing *Thama* (shift) which implied moving away from "your sin, your people, your culture, your country and your everything". He credits the EAR fellowship with nurturing him at spiritual infancy, calling himself a child of the fellowship.

Looking at the EAR fellowship in the present time, N had harsh words. He said it has "outlived its usefulness" and sustained a shallow approach to theological issues. He could no longer fit in when he ventured out for more and broader theological training and understanding. He saw the public testimony as epitomizing this shallow theology.

On cultural discontinuity N raised a motion in his Anglican diocese when he was the Bishop, to the effect that no one would be elected into the church council without first giving the village elders the *Mburi ya Kiama,* a ritual explained by Kenyatta as a young man paying "one male goat or sheep and then he is initiated into a first grade of eldership" (Kenyatta, 1965, p. 193). The motion was passed. He argued that there exists no relationship between the blood of Jesus and the blood of goats (Mwangi, 2022, p. 28). Asked how he reconciled the fact that some of the village elders were not even Christians yet he wanted the Christian man to submit to their authority, he said that he

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saw no problem. He further argued that the Kikuyu man who becomes a Christian is first a Kikuyu then a Christian.

The thinking of respondent N does not seem to resonate well with Paul's assertion that "he who is in Christ is a new creation" (2 Corinthians 5:17). It may also undermine the fellowship of Christians made up of believers from all walks of life. One would wonder how a Kikuyu Christian man will ever accept a man from another community as a complete and respectable Christian man, if the former is trained that the rituals of his community are what first makes one a man. The unity of the believers, even as exemplified by the early church seems to be totally discarded by this thinking. While Christian fellowship and brotherhood have the potential of being a strong antidote for tribalism, which remains a big problem in Kenya, the position taken by N totally sabotages this potential.

Respondent T1 asserted that preaching normally tells people what should happen in certain situations but testimony tells them if and how it is happening. Testimony therefore carries an element of mentoring. This is true especially considering the corruption crises in Kenya where faithful Christians who resist corruption lack a podium on which to proclaim what they have experienced. Some have been arrested by police for traffic offences they have not committed and the police demanded a bribe but they resisted and ended up being charged in court and fined. They have lived to tell their friends about the inner peace with God they experienced because of doing the right thing but a public testimony on the same would encourage many more people to resist corruption and trust God for their needs.

Comparing the testimonies of the EAR gatherings and the testifying done today in many other meetings that Christians have, T1 lamented that today's testimonies are mainly success stories. While this may be blamed on the prosperity gospel, it actually introduces an element of dishonesty, in the sense of exaggerating the positive occurrences while ignoring the negative ones and the continuing challenges of life. The testimonies given in the EAR fellowship meetings played a huge role in the way EAR taught its members how to walk with God. If a testimony was given publicly and it carried some exaggeration or a misleading message, it would be corrected on the spot by one of the fellowship leaders to avoid propagating an error.

Respondent T 2 was born in 1956 and got saved as a young primary school girl. She narrated how a young man who had been very faithful in church and even taught the young children every Sunday in their morning class, caught the attention of the EAR members. They paid for him to attend an EAR convention. Upon his return, he was to deliver greetings from the conference in the Sunday meeting. He told the local fellowship that he had brought them greetings from "*aari na ariu a Ithe wanyu*" (meaning your brothers and sisters in Christ). But the words in Gikuyu, *Ithe wanyu*, which

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directly says "your father" left him disturbed and asking himself why God was not his father also. By the next meeting he came back to get saved and start having God as his father. T 2 emphasized a positive aspect of the public testimony here in that the young man could not have used any different words, since everyone knew that he was yet to get saved, and the truth of needing to have God as his father dawned on him when he called God "your father". For her it has nowadays become difficult to know who is saved and who is not in the absence of testimonies. She said that she asks her saved children how they tell who among their friends is saved and she does not get a clear answer. The concept of personal salvation (Musalia, 2001, p. 42) is being strongly eroded. Public testimonies helped the members of EAR to have a unique group identity and sense of belonging. Having declared in public that one belonged to the EAR carried a responsibility of allegiance to the ethos of the fellowship. The Revivalists had no choice but to form themselves into a unique clan, not founded on a common ancestry but a common destiny, with its own rules and guiding principles (Peterson, 2013, p. 48). The experience of the EAR movement in this study resonates with the "pilgrim principle… not fully at home in this world, so that it comes into tension with its society from its loyalty to Christ."(Walls, 1996, p. 54). This created Social Capital and the "new clan" (Wild-Wood, 2016, p. 130).

Contemporary Views on the Public Testimony

Respondent V who has served as a youth Pastor at the ASC for more than ten years presented the youth of ASC diocese as totally unaware of the existence of the EAR and its ethos. They view the public testimony as a sharing of progress in life and in the walk with God but they would not expect any template to come along with the testimony. For them the testimony must be relevant to their contemporary world and not historical. It must also be authentic and therefore as unique as every individual would be. The young people have their own stories which they love to share among themselves and they have their own way of telling these stories. They do not expect the testimony to be demanded from them at any one point.

One participant in FGD 4 referred to his background in the Full Gospel Church, before joining ASC. He noted that testimony in the Full Gospel setting was about answered prayers or victory over sin. Struggles with sin or unanswered prayers were not given publicity.

The FGD participants largely saw public pronouncement of salvation as unnecessary and outdated. Many in the younger generation were not sure of the exact date of their salvation as opposed to the EAR members who always pronounced it. One participant in the FGD 3 expressed the fear of being labelled a "bigot" by his peers. His argument being that if the Christians of his

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age group adopted the practise of sharing their testimonies whenever they met, they would be "stigmatising" those who are not saved.

The unequivocal and jealous devotion to Christ typical of the EAR members is missing here. Peace with fellow man has evidently become a competitor against peace with God, the same God who tells his followers not to be ashamed of him (Luke 9:26). In such a case acceptance by the wider community takes precedence over the demands of the body of believers.

Impact of the Public Confession of sin

Under research question two, the theme Repentance and Public Confessions of sin revealed that repentance has always been at the center of the message of the EAR movement. The conversations the researcher held with those who have been in the fellowship for many years would always be steered by the respondent to repentance which to them is the starting point for the spiritual journey of a Christian. Repentance in EAR would be followed by the new convert publicly testifying about the change that has occurred in his or her life, and also confessing all known sins up to that point at the earliest possible opportunity. This public confession was considered incomplete unless and until specific sins were mentioned, acknowledged, and renounced.

Anker-Peterson expounded on the role of public confession in the EAR as exposing "common experience and shared struggle" among believers, anchoring "theology in experience", highlighting the place of fellow believers in ones walk with God, availing the "humiliation and pain" needed to identify with Christ in his suffering, and demonstrating God's "grace in extending forgiveness" (Reed, 2007, p. 116). The words of the EAR respondents in this study agree with this summary. Reed further adds that "the whole area of public confession was integral to the revival, reflecting a culturally appropriate expression of Christian faith" (Reed, 2007, p. 116).

Respondent B1 traced back the practice of confessing sins in public to the Bible in Acts 19:17-20, where, in the early church, believers openly confessed their former sins, publicly burned items associated with sorcery, and the whole occurrence was credited with the wider and faster spread of the Gospel. He further saw confession of sin as "employing guards" in the form of public witnesses who henceforth hold the believer accountable because of the public proclamation of a changed life.

Respondent B2 narrated how her mentor, the late Bishop Obadiah Kariuki, taught her and other young believers that the sin which is not mentioned publicly returns to visit the person who used to practice it. This was a concept of the EAR where public confession of sin meant treating specific sin as a personal enemy henceforth.

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Respondent L had been raised up by members of the EAR since childhood but he had strayed away from the Christian faith for many years. He got saved at age 50 and publicly renounced his former life. He described public confession as a liberating experience. He used a Kikuyu proverb "*Ndithuire mumioni ta mumianiriri*" (a wild animal is not angry with a person who just sees it and leaves it alone, it gets angry with the one who shouts and alerts other people about its presence hence exposing it to the danger of being attacked). This *"kuanirira"* (shouting and screaming) about specific sins further explains Public Confession of sin as a concept in the EAR. It meant exposing the devil, the tempter, and the actual sin thereby leaving both the sin and the source with no place to hide. The renouncing of sin in public calls attention to the end of certain actions and affiliations meaning that even old friends get to hear publicly that their friend is no longer with them, no longer taking alcohol or attending night parties, etc. It hence triggers a sense of accountability to the new life, for the convert, in the public arena.

Respondent D remembered getting saved together with his parish priest. He referred to his repentance as "*gutemburanga ngoro*" (tearing open his heart) which springs from Joel 2:13 which elevates the rending of the heart in repentance above the rending of the garments. He confessed the sins of adultery, anger, and lying publicly but his highlight remained repentance in the sense of changing the direction of his life. This visible change was greatly emphasized in the EAR as opposed to simply making a public statement of change.

The parish priest confessed that he had been misappropriating church money. This was money given as offertory during Holy Communion and dedicated to feeding the hungry, ministering to the sick, and generally helping the poor. He would use it to buy tobacco for himself, which in itself was another sin in that context. The public testimony and confession coming from a priest was a major statement on what true Christianity meant in the EAR. Many ordinary church attendees would hence wake up to a different level of practicing the Christian faith.

Respondent J referred to James 5:16 "confess your sins to each other…" (NIV) as the reason for the practice of confessing sins publicly in the EAR. She mentioned that when an individual faces another and confesses a wrong done in the past it is like "vomiting" the sin hence it is no longer resident in the culprit and loses its grip on them. This resonates well with the discovery made by the colonialists that "the power of a Mau Mau oath could be removed if the partaker confessed to taking it" (Peterson, 2013, p. 236). Something about acknowledging and disowning evil in public tends to bring relief. The respondent also expressed the conviction that "Jesus was crucified naked" hence the need to be naked about sin without feeling ashamed.

On the other hand J acknowledged that public confession can go wrong. She preferred confession being made to the person who was wronged or who conspired in the act. This has been a concern because of cases where an individual confessed to having been involved in sexual sin with another individual and the name was mentioned publicly. It caused a lot of pain as in the case mentioned (Gitari, 2014, p. 76)

Other pitfalls concerning public testimonies include the glorification of sin as it was publicly described. Some kind of romantic relationship with sins of the past appeared. In addition the habit of always going back to the past to tell of sins committed hindered growth in the believer's life. The emphasis on confessing sins publicly has over the years put off many people who would otherwise have respondent to the Gospel, because they could not bring themselves to the place of announcing in public what their lives were.

Contemporary Views on the Public Confessions of Sin

The issue of public confessions of sin elicited debate in FGD 1 with a focus on the lack of confidentiality. Participants felt that in the present world of social media it is totally untenable. The digital era has brought in "the end of privacy", they said. The personal issues raised in a public confession of sin could find their way into social media and reach the whole world in minutes. The benefits mentioned by the EAR members did not resonate with members of FGD1. The latter focused on the individual walk with God with not much thought being given to cooperate walk and responsibilities shared by believers. The stand of the scriptures on this issue was not given much attention. This is another major difference between the two groups. The older revival members never left the scriptures behind in their articulation of what they believed.

Members of FGD 2 expressed concern with loss of integrity among church leaders emanating from the secrecy surrounding sins. They opined that contemporary Christians fear judging others or being judged. The result then is that many people continue in their sin and at the same time offer leadership in the church with no one to confront them.

None of the FGDs brought out a strong inclination towards evangelism. Neither did they show a sense of intercessory responsibility concerning the sins of this nation, Kenya. The evangelistic component inherent in public confession of sin, as demonstrated by the EAR members, was rejected by the FGD participants with the argument that one needs to be convinced intellectually to change their ways and get saved rather than being convicted by the confessions of another person.

The younger generation at the ASC, especially those raised by staunch members of the EAR, represented those the study has found to be EAR orphans because they are now falling back to traditional Anglicanism, which emphasizes sacraments and liturgy more than the evangelical group, since they

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see the former as the only structure still standing. One of them suggested the Roman Catholic way of confessing sins to a priest as being better than the public confession of sin. The episcopal administrative structures of the Anglican Church as well as the traditional rituals in the Anglican worship services provide a seemingly more solid ground for the EAR orphans since they appear perennial.

Restitution

Respondent B1 brought in the element of restitution with the mention of a case in Murang'a where a new believer removed the barbed wire surrounding his farm and took it to the district commissioner's office because he had bought it with money gained from corruption. Respondent I also felt the conviction to return some items she had stolen. She picked this conviction from the testimonies of EAR members and also from their teaching concerning Zacchaeus in Luke 19. The teachings emphasized "*Kutubu na kutengeneza*" which is Swahili for repenting and fixing, in which case fixing is restitution. She recalls having been employed as an untrained teacher in Nakuru where she was teaching young people embroidery. The government used to supply the necessary implements for this project. She had on some occasions carried away for herself some two meters of cloth, thread, and thimble. She went to a shop and bought the equivalent of these items and then sent them to the school. Her confession and the items were all received and acknowledged and that gave her great peace.

On his part, Ondeng had been evading paying tax. The members of the EAR helped him to see this act as stealing. In spite of holding the senior position of School Principle, he went to the authorities and confessed what he had been doing. He wrote "I trusted that God would honor my obedience"(ONDENG', 2015, p. 28). He was forgiven. He also felt convicted of the sin of gossip. He had been speaking "ill of many of the missionaries" (ONDENG', 2015, p. 28) EAR members encouraged him to seek the forgiveness of those whom he could find. He did so and it brought him a lot of peace(ONDENG', 2015, p. 28). Similarly, he openly returned some books he had taken from the school library with the intention of keeping them as his own. Doing so openly helped all the people working with him to be witnesses of the great change that had occurred in his life (ONDENG', 2015, p. 29).

Respondent G, narrated how he returned a "Parker" pen to the shop of an Asian businessman where he had stolen it before getting saved and the shop owner just accepted it with no threat of calling the police on this self-confessed thief.

In all these cases there is no reported instance in which a confession or an act of restitution led to prosecution or any kind of legally sanctioned punishment. This pattern of restitution without negative repercussions appears to have built confidence among the EAR members that it was the right thing to do and that God always protected those who honored the conviction and returned what they had stolen. Restitution also played an evangelistic role because the recipient of the items being returned always got to know that the culprit had been convicted by God and that must be a power to reckon with.

The FGD participants could not identify with restitution made public. For them restitution should end with the parties concerned and not risk damaging the reputation of the penitent. Members of FDG 3 termed the EAR as a small group of people who could maintain confidentiality. This is however not accurate because most of the confessions and acts of restitution were done in the full view of the wider public. Personal image was not a concern for the EAR member as it is for the contemporary Christian.

Delineating Sin

One significant result of the public confession of sin was that sin got clearly delineated, both to the members of the EAR and to the surrounding communities wherever this fellowship thrived. The delineation of sin in this case was largely communal. It was not necessarily born out of an exegetical or hermeneutical undertaking but a product of personal convictions being embraced by the fellowship and slowly becoming dogma. The preaching in the EAR gatherings "defined certain previously uncontroversial actions as sins"(Peterson, 2013, p. 183). What a converted member had earlier considered normal action, like taking away small pieces of utensils from an employer became part of the "hard evidence of their iniquity in the inventory they made of their lives"(Peterson, 2013, p. 183). This practice of isolating, defining, and disowning sin became an important part of what an EAR fellowship meeting entailed.

Respondent R narrated a case concerning a woman whose daughter had given birth outside of marriage. This woman, a member of the EAR, felt the conviction and confessed that she had been supporting the illicit relationship between her daughter and the father of the child by receiving his support. She called it the sin of accepting "*watoto wa zinaa*" (children of immorality). This gradually formed a tradition where daughters of EAR members would be ostracized from the home if they became pregnant outside of marriage. Respondent D, mentioned earlier, stands as an example of some who rejected this position. Though remaining a staunch member of the EAR to his death, he encouraged his pregnant daughter to get married to her boyfriend after establishing that they loved each other.

The long serving Youth Pastor and mentor to many young adults, respondent V, observed that the youth at ASC look up to their "influencers" who are their pastors, peers, and mentors, to tell them what is sin and what is not. Scripture or the fellowship of believers are not their immediate reference

when isolating sin. Asked about the place of the Ten Commandments among the youth, Y noted that they depend more on the interpretations of the same influencers rather than a literal reading of what the scriptures say.
Members of FGD 1 expressed strong reservations to rules barring men from, keeping a beard or wearing jeans and ladies from plaiting hair, wearing short or sleeveless dresses, wearing earrings. Whereas these rules had their many shortcomings, the challenge for the contemporary believer is having for themselves a way of delineating sin in their context.

Conclusion

This study has shown that the EAR movement accumulated valuable theological lessons and experiences. Over time these special lessons and values have been fading out and some are almost sounding abstract to the younger generation. The EDNA model refers to scripture as the normative position for Christians. The EAR members quoted scripture every time they explained their practices. The contemporary believer reasoned out when reacting to these practices rather than using scripture. The Anglican Church community represented by the ASC, Nairobi appears to have come full circle from the time the church in Uganda was accused of not being "sufficiently nominal" (David Zac Niringiye, 1997, p. 77) to a time when the younger generation at the ASC, Nairobi is accusing the EAR of not being sufficiently nominal. Though expressed at very different times, these two separate voices portray serious discomfort with some demands of the Gospel. This study posits that the existence of an overwhelming majority of Christians in the Kenyan population and their failure to impact the society with an overall Christian ethos may be partially explained by the losses incurred by the Kenyan church, over time, as listed below.

The New Clan

The younger believers at ASC Nairobi lack a faith based clan to belong to and clan rules to follow. Using the "Evangelical theological perspective, which holds that Christianity is not a religion but a way of life" (Gathogo, 2021, p. 39), one then sees the need for a clear set of rules guiding all who subscribe to this way of life in a particular context. This is the void created by the absence of the new clan.

Clear Identification of Who is saved and who is Not Saved

The EAR had managed to shape and define "what it means to be Christian" (Ward & Wild-Wood, 2011, p. 8) in the local context. With the gradual dropping of its ethos in general and the public testimony in particular, many believers are not sure who is saved and who is not saved.

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Proper Disconnection with Sin

The enhanced commitment that used to be produced by public proclamation of sin is lost amongst the younger believers because they are not accountable to a strong fellowship with "evaluative relationships" (Peterson, 2013, p. 48) where rebuking one another is accepted.

Delineation of sin

The contextual delineation of sin that the EAR was availing is now lacking at the ASC Nairobi diocese and by extension in the wider Church in Kenya.

Evangelical Anglicanism

The EAR may not have had evangelism as its strongest point but its love for God and hunger for righteousness resulted in significant evangelistic efforts to the extent that Anglicans in East Africa were categorized amongst the world's evangelical Anglican communities (Reed, 2007, p. 85).
With the younger believers at ASC fearing to be labelled "bigoted", Evangelical Anglicanism is now another casualty of the change represented by the theological shift away from the EAR ethos.

Recommendation

In line with the fourth step of the EDNA model, Action, this study recommends that action be taken by the ASC Nairobi diocese and the ACK leadership in general to stem the continuing loss of the valuable theological lessons espoused by the EAR. This can be done by giving the remaining members of the EAR opportunities to share their experiences on the pulpit, through the electronic media, and also helping them to write and publish their memoirs. Efforts should also be mad to encourage the younger generation of believers to share their experiences in the form of testimonies so that they can learn from one another.

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Linguistic Identity Construal of Spanish Youth: 'The Media Network Has Its Idols, But Its Principal Idol is Its Own Style Which Generates an Aura of Winning and Leaves the Rest in Darkness'[1]

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Abstract

The present investigation attempts to verify why and through what via the contact with English insertions in Spanish discourse changes the speech style and construes the linguistic identity of Spanish youth, even if they hardly speak English. In order to throw light on the above-mentioned hypothesis, Allan Bell's (1977, 1984, 1991, 1997, 2001) Audience Design Theory was combined with an Attitudinal Experiment in which 250 students participated from Madrid Complutense University and Castilla la Mancha University. The students were asked to listen to two different recordings of females reading almost the same text, the difference being that one text contained English insertions and the other did not. As the culmination the experiment participants did the specially designed Likert Test. According to the results the following conclusions were reached: (i) The majority of the Attitudinal Experiment participants, the "new generation of Digital Natives" (Prensky 2001), accept that mass media is the major factor that influence their speech style; (ii) Spanish youth use English insertions in their Spanish discourse because they perceive someone who does as being young, modern, a cosmopolitan, a Spanish-English bilingual and someone trendy; (iii) Spanish youngsters use

[1] https://www.goodreads.com/author/quotes/29919.John_Berger

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English insertions without being Spanish-English bilinguals; (iv) for the Attitudinal Experiment participants neither a particular speech style nor a sweet type of vice can measure cleverness of a speaker; (v) for the Attitudinal Experiment participants a sweet type of voice together with a particular speech style does matter.

Keywords: Style, audience design, proactive identity construal

1. Introduction

Multi-faceted phenomena need to be addressed from more than one single perspective. Hence, the more disciplines are combined in research of this nature, the more complete it is. Sociolinguistics, or more precisely, both Cognitive Sociolinguistics and Third Wave Sociolinguistics allow for such a combination and that is the reason why we decided to work in precisely these research areas. Sociolinguistics centres on a wide variety of interesting cases worth being investigated since it has to do with the two most progressively variable aspects of life – language and society (Montgomery, 2008). In this research, these two aspects will be dealt with from the perspective of media influence. The disciplines that are going to be combined in this investigation are: Third Wave Sociolinguistics, Cognitive Sociolinguistics, Communications, and Psychology.

The main hypothesis of the forthcoming research is that the use of English insertions in the Spanish discourse of Spanish youth (between 16 and 26) is caused because of media influence, especially if the youngsters are non-Spanish-English bilinguals, i.e., proactive identity construal (Eckert, 2012; Geeraerts and Kristiansen, 2015) of Digital Natives (Prensky, 2001) via different means of communication. Media are sometimes influenced by the audience and sometimes influence the audience itself (Burton, 2005) and its linguistic identity (Tabouret-Keller, 1997; Coupland, 2009) being the latter our case. Media language styles are tools for creating social identities (Kristiansen 2008).

Numerous investigations have been carried out about bilingualism and bilingual behaviour (Vogt, 1354; Haugen, 1950, 1953, 1956; Diebold, 1961; Jackobson, 1961; Poplack, 1980; Valdés, 1988; Myers-Scotton, 1993, 1996; Stavans, 2000, 2003, 2008; Montes-Alcalá, 2001; Raschka and Lee 2002; Lipski, 2005, 2014; Edwards and Gardner-Chloros, 2007; Bullock and Toribio 2009), but at least in Spain, where the influence of English is quite poor, no study focuses on English insertions[2] in the Spanish discourse of Spanish youth who hardly speak English or whose level of English is very poor. No doubt a

[2] English constructions and expressions within the grey zone of borrowing-Code Switching continuum (Zenner and Geeraerts, 2015)

lot of people recognize the power and the influence of the mass media but very few investigations have been made, at least in Spain, about how mass media ideologically propagandize a particular speech style – in this case English insertions in the Spanish discourse of Spanish youth and how mass media proactively construe the linguistic identity of the audience. Therefore, in this investigation we aim to provide evidence of how mass media proactively construe the linguistic identity of Spanish youth by offering specific speech styles. Hence, a very important subject to deal with in this investigation is media influence, linguistic identity (Tabouret-Keller, 1997; Coupland, 2009) and proactive identity construal (Eckert 2012; Geeraerts, Kristiansen 2015). In this article, we use Allan Bell's Audience Design theory combined with an attitudinal experiment. Interestingly, an investigation which was conducted in Spain by Cutillas Espinosa (2003) refers to Audience Design theory and tests the validity of Alan Bell's statements in different non-English linguistic contexts. There is also a study of Spanish-English code-switching (henceforward, CS) by Draemel (2011) about how Spanish-English CS has evolved from natural, spontaneous discourse to planned speech via such media-controlled outlets as literature, radio, television shows, and films and how media portrayal of Spanish-English CS depicts the Spanish-English CS that occurs during natural, spontaneous speech, i.e., what does audience do to mass media? Kiesling (2013) or Hernández-Campoy, Cutillas-Espinosa and Schilling-Estes (2008) can also be referred to when speaking about style, identity and Audience Design. In contrast to all these investigations, what we test is how use of English insertions in the Spanish discourse - and often planned use – creates specific styles in mass media which can serve to modify the speech style and proactively construe the linguistic identity of the audience, i.e., what does mass media do to audience?

2. Language Style as Audience Design and Identity Construal

The audience design framework proposed by Bell (1984) originated in an attempt to account for language style differences. Audience design has parallels to SAT (Speech Accommodation Theory) but the difference is that SAT arose from social psychology, and audience design arose from sociolinguistics. It observes style shifting and other linguistic processes in a wide range of situations. Audience design proposes that the audience is the primary factor in influencing speakers to shift their style. Two most important features of audience design are: (i) differentiation of roles within the audience and (ii) the accommodative strategies of communicators that are sometimes ''responsive'' and sometimes ''initiative'' (Bell, 1984). The genesis of the audience design framework (Bell, 1984) dates back more than twenty years ago, when its founder, Allan Bell, was working on his doctoral research on the language of radio news in Auckland, New Zealand (Bell, 1977). The

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investigation was about describing and explaining the reasons of a particular style-shift in radio stations (a national radio, YA, having higher status, and a local community station, ZB, having lower status), originated in the same suite of studios, with the same individual newsreaders. The investigation demonstrated that the newsreaders shifted in each linguistic environment between the two stations twenty per cent on average. The same newsreaders that were heard in different radio stations showed a consistent ability to make considerable style shifts to suit the audience. Why did they shift styles? After all there was just one individual speaker with two divergent styles. The institution was the same in both cases. The topic mix of the news was similar. The studio setting was identical but the target audience was different. The results of the investigation demonstrated that of all the possible factors that might influence shifts in news language style, only the audience correlated with those style shifts. As Allan Bell acknowledges himself, he benefited greatly from speech accommodation theory (Giles and Powesland, 1975) and most of all he benefited from the notion of style from a social psychological perspective. He called his approach ‘‘audience design’’, as derived from Sacks, Schegloff, and Jefferson’s ‘‘recipient design’’ (1974). Looking back at Bell’s study, a broadcaster’s individual style in mass communication is subordinated to a shared station style whose character can only be explained in terms of its target audience. In particular, we know that mass communicators are under considerable pressure to win the approval of their audience in order to maintain their audience size or market share. The audience design framework was developed to account for the above-mentioned patterns both in face-to-face and mass communication.

3. The Present Case Study

3.1 Objectives

What we are trying to test in this investigation is that the use of English insertions in the Spanish discourse of Spanish youth (between 16 and 26) is caused because of media influence, especially if the youngsters are non-Spanish-English bilinguals; i.e. proactive identity construal (Eckert, 2012; Geeraerts and Kristiansen, 2015) of Digital Natives (Prensky, 2001) via means of communications. Media are sometimes influenced by the audience and sometimes influence the audience itself (Burton, 2005) and its linguistic identity (Tabouret-Keller 1997; Coupland, 2009) being the latter our case. This study also explores the attitudes of young Spaniards regarding the use of English constructions in Spanish discourse. More precisely, it explores how participants perceive speakers with or without English insertions in their oral discourse and answers the research questions concerning linguistic identity construal. An attitudinal experiment with five-point Likert scales was designed for this study to examine the degree to which Spanish young people

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perceive a Spanish speaker with English insertions on the dimensions of young, modern, pleasant, clever, internet user, cosmopolitan, Spanish-English bilingual, trendy, and cool. Moreover, participants were asked if the speaker in each speech fragment has a similar speech style as theirs and their friends' and if they use English insertions in their Spanish discourse. Participants were also asked to select two factors that have influenced their use of English insertions; if they do not use English insertions, they were asked to select two factors that might foster this phenomenon. Response forms with Likert-type questions were administered to students at two different universities (Madrid Complutense University and Castilla La Mancha University in Talavera De La Reina) to make comparisons and discern the opinions of Spanish youth regarding the use of English in Spanish discourse. Moreover, the attitudinal experiment also aimed to identify factors that directly or indirectly influence linguistic identity construal.

3.2 Hypothesis and research questions

Contact with English insertions in the Spanish discourse via Spanish mass media changes the speech style (Bell 2001) and proactively construes the linguistic identity of Spanish youth even if they are non-Spanish-English bilinguals.

The research questions of the present study were:

1. Do Spanish young people think that mass media foster the use of English insertions in their Spanish discourse?
2. Do Spanish youth use English insertions in their Spanish discourse because they perceive someone who does as being modern, an internet user, a cosmopolitan, a Spanish-English bilingual and someone trendy?
3. To what extent do Spanish youth use English insertions without being Spanish-English bilinguals?
4. Is voice important for Spanish youth when perceiving someone as being young, modern, pleasant, trendy, cool, a Spanish-English bilingual or a cosmopolitan?

3.3 Methodology: Sampling and selection of centres

The group of people, the layered (speech) community (Eckert 2012), under investigation in this study is Spanish youth. Thus, the survey was administered at two different universities, Madrid Complutense University and Castilla La Mancha University in Talavera De La Reina, in two different autonomous communities of the Spanish territory. 250 students participated in both universities and after carefully cleaning up the samples, 100 participants were selected from each centre. The rest of the surveys were discarded as they did not match the profile (the target age was between 15 and 26 and nationality

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should be Spanish) or because a number of question gaps were left blank. The UCM students were 1st-year English[3] and Spanish philology students aged between 17 and 25. The UCLM students were 1st and 3rd year social science students aged between 18 and 26. From the 100 selected students at the UCM, 27 were men and 73 were women, whereas at the UCLM 15 were men and 85 were women. At the UCM, 95% of the students declared speaking English by answering the question: ‘are you a Spanish-English bilingual?’, whereas only 50% of the students out of 100 recognized speaking English by answering the same question at the UCLM.

3.4 Procedure

The study was conducted in two different groups of over 100 students each at different universities, UCM and UCLM. The time and place were previously organised by the person in charge of each centre. The total duration of the test was 10 minutes. The students were asked to listen to two different recordings of females reading almost the same text (composed by us), the difference being that one text contained English insertions and the other did not. Importantly, in this process we used the Match-Guise Technique (Lambert et al., 1960; Lambert, 1967). Hence, UCM group listened to a girl voice named Lara without English insertions and to a girl named Desiree with English incretions, whereas UCLM group listened to Desiree without and Lara with English insertions. Then students answered each question on a 5-point scale. In parts A and B, they had to mark only one answer for each question, whereas in part C they had to provide several answers to the questions that were formulated (the specially designed Likert Test can be consulted on the following pages); for questions 6 and 7 they had to choose two answers among five on a multiple-choice test.

[3] 1st-year students of English Philology still constitute an uncontaminated sample, but their knowledge of English might also be important for the investigation.

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Chart 1: Likert Test diagram

Group I (UCM)=100 students listened to:	Group II (UCLM)=100 students listened to:
A: Speaker Nº1 (L: Lara) Without English Insertions	**A:** Speaker Nº2 (D: Desiree) Without English Insertions
B: Speaker Nº2 (D: Desiree) With English Insertions	**B:** Speaker Nº1 (L: Lara) With English Insertions

Scripts for Speakers without English insertions

‘‘Me gusta escuchar la radio, especialmente cuando ponen la música tan dulce. Creo que las canciones latinas son bastante rítmicas y bailables pero la música hecha en España tampoco está mal, sobre todo cuando la escuchas desde la primera fila. Algún día me gustaría mirar tras los bastidores de un concierto para ver a los cantantes antes de salir al escenario. Otra cosa que, por cierto, también me llama la atención, son los premios Oscar, por supuesto. Me encanta la gala en sí, los actores, la alfombra roja y sobre todo la moda. Allí sí que no vas a poder ver las cosas ni de bajo coste ni del estilo de la calle.’’

Scripts for Speakers with English insertions:

‘‘Me gusta escuchar la RADIO, especialmente cuando ponen la música SO SWEET. Creo que las LATIN SONGS son bastante rítmicas y bailables pero la música MADE IN SPAIN tampoco está mal, sobre todo cuando la escuchas desde la FRONT ROW. Algún día me gustaría mirar en el BACKSTAGE de un concierto para ver los cantantes antes de salir al escenario. Otra cosa que, por cierto, también me llama la atención, son los premios Oscar, OF COURSE. I LOVE la gala en sí, los actores, la RED CARPET y sobre todo la

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FASHION. Allí sí que no vas a poder ver las cosas ni de LOW COST ni del STREET STYLE.''

Likert Test

A: **Escucha la grabación y para cada pregunta marca la casilla que mejor describe tu postura.**

(1) ¿La persona de la grabación (A) es JOVEN?

◯ Totalmente de acuerdo ◯ De acuerdo ◯ Ni de acuerdo ni en desacuerdo ◯ En desacuerdo ◯ Totalmente en desacuerdo

(2) ¿La persona de la grabación (A) es MODERNA?

◯ Totalmente de acuerdo ◯ De acuerdo ◯ Ni de acuerdo ni en desacuerdo ◯ En desacuerdo ◯ Totalmente en desacuerdo

(3) ¿La persona de la grabación (A) es SIMPÁTICA?

◯ Totalmente de acuerdo ◯ De acuerdo ◯ Ni de acuerdo ni en desacuerdo ◯ En desacuerdo ◯ Totalmente en desacuerdo

(4) ¿La persona de la grabación (A) es INTELIGENTE?

◯ Totalmente de acuerdo ◯ De acuerdo ◯ Ni de acuerdo ni en desacuerdo ◯ En desacuerdo ◯ Totalmente en desacuerdo

(5) ¿La persona de la grabación (A) es CIBERNAUTA?

◯ Totalmente de acuerdo ◯ De acuerdo ◯ Ni de acuerdo ni en desacuerdo ◯ En desacuerdo ◯ Totalmente en desacuerdo

(6) ¿La persona de la grabación (A) es COSMOPOLITA?

◯ Totalmente de acuerdo ◯ De acuerdo ◯ Ni de acuerdo ni en desacuerdo ◯ En desacuerdo ◯ Totalmente en desacuerdo

(7) ¿La persona de la grabación (A) HABLA INGLÉS?

◯ Totalmente de acuerdo ◯ De acuerdo ◯ Ni de acuerdo ni en desacuerdo ◯ En desacuerdo ◯ Totalmente en desacuerdo

(8) ¿La persona de la grabación (A) SIGUE TENDENCIAS NUEVAS DE LA VIDA?

◯ Totalmente de acuerdo ◯ De acuerdo ◯ Ni de acuerdo ni en desacuerdo ◯ En desacuerdo ◯ Totalmente en desacuerdo

(9) ¿El estilo de hablar de la persona en la grabación (A) MOLA?

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Totalmente de acuerdo	De acuerdo	Ni de acuerdo ni en desacuerdo	En desacuerdo	Totalmente en desacuerdo

(10) ¿La persona de la grabación (A) TIENE TU ESTILO DE HABLAR?

Totalmente de acuerdo	De acuerdo	Ni de acuerdo ni en desacuerdo	En desacuerdo	Totalmente en desacuerdo

(11) ¿La persona de la grabación (A) TIENE EL ESTILO DE HABLAR DE TUS AMIGOS?

Totalmente de acuerdo	De acuerdo	Ni de acuerdo ni en desacuerdo	En desacuerdo	Totalmente en desacuerdo

B: Escucha la grabación y para cada pregunta marca la casilla que mejor describe tu postura.

(1) ¿La persona de la grabación (B) es JOVEN?

Totalmente de acuerdo	De acuerdo	Ni de acuerdo ni en desacuerdo	En desacuerdo	Totalmente en desacuerdo

(2) ¿La persona de la grabación (B) es MODERNA?

Totalmente de acuerdo	De acuerdo	Ni de acuerdo ni en desacuerdo	En desacuerdo	Totalmente en desacuerdo

(3) ¿La persona de la grabación (B) es SIMPÁTICA?

Totalmente de acuerdo	De acuerdo	Ni de acuerdo ni en desacuerdo	En desacuerdo	Totalmente en desacuerdo

(4) ¿La persona de la grabación (B) es INTELIGENTE?

Totalmente de acuerdo	De acuerdo	Ni de acuerdo ni en desacuerdo	En desacuerdo	Totalmente en desacuerdo

(5) ¿La persona de la grabación (B) es CIBERNAUTA?

Totalmente de acuerdo	De acuerdo	Ni de acuerdo ni en desacuerdo	En desacuerdo	Totalmente en desacuerdo

(6) ¿La persona de la grabación (B) es COSMOPOLITA?

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Totalmente de acuerdo De acuerdo Ni de acuerdo ni en desacuerdo En desacuerdo Totalmente en desacuerdo

(7) ¿La persona de la grabación (B) HABLA INGLÉS?

Totalmente de acuerdo De acuerdo Ni de acuerdo ni en desacuerdo En desacuerdo Totalmente en desacuerdo

(8) ¿La persona de la grabación (B) SIGUE TENDENCIAS NUEVAS DE LA VIDA?

Totalmente de acuerdo De acuerdo Ni de acuerdo ni en desacuerdo En desacuerdo Totalmente en desacuerdo

(9) ¿El estilo de hablar de la persona en la grabación (B) MOLA?

Totalmente de acuerdo De acuerdo Ni de acuerdo ni en desacuerdo En desacuerdo Totalmente en desacuerdo

(10) ¿La persona de la grabación (B) TIENE TU ESTILO DE HABLAR?

Totalmente de acuerdo De acuerdo Ni de acuerdo ni en desacuerdo En desacuerdo Totalmente en desacuerdo

(11) ¿La persona de la grabación (B) TIENE ESTILO DE HABLAR DE TUS AMIGOS?

Totalmente de acuerdo De acuerdo Ni de acuerdo ni en desacuerdo En desacuerdo Totalmente en desacuerdo

C: Responde a unas preguntas más:

(1) ¿Eres **chico** o **chica**? (Subraya).

(2) ¿Eres **español/a**? ____

(3) ¿Cuántos **años** tienes? ____

(4) ¿Hablas **Inglés**? ____

(5) ¿Cuándo hablas en español a veces introduces palabras/frases inglesas en tu discurso más o menos igual que la personade la grabación **(B)**? ______

¡Sí en el apartado (5) has respondido ''SÍ'', responde a la pregunta N.º (6); y si en el apartado (5) has respondido ''NO'',¡responde a la pregunta N.º (7) marcando las dos casillas que mejor describen tu situación!

SI / (6) ¿Por qué introduces palabras/frases inglesas cuando hablas español?

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☐ Porque **mi nivel de inglés es bueno** y cuando hablo español algunas palabras/frases consciente o inconscientemente me salen y me suenan mejor en inglés que en español.

☐ Porque **es el estilo de los medios de comunicación**: tele, radio, música, revistas, periódicos,internet, etc.

☐ Porque **lo hacen mis amigos**.

☐ Porque **mola más**.

☐ Porque**…**

NO / (7) ¿En tu situación actual, ¿cuál de los siguientes hechos crees que podría provocar a que tengas un estilo de hablar más o menos parecido a la persona de la grabación (B)?

☐ Mi **buen nivel de inglés**.

☐ **Los medios de comunicación**: tele, radio, música, revistas, periódicos, internet, etc. **Porque** veo programas de la tele, escucho programas de radio y canciones, etc. en las que **tienen el estilo dehablar más o menos parecido a la persona de la grabación (B)**.

☐ **El estilo** de hablar **de mis amigos**.

☐ **Ese estilo** de hablar **mola más**.

☐ …

¡GRACIAS POR PARTICIPAR!

3.5 Data collection

1. The forms were distributed and the students looked through them (2 minutes),
2. The students listened to recording [A] (40 seconds) and
3. Filled in part [A] of the test (2 minutes),
4. The students listened to recording [B] (40 seconds) and
5. Filled in part [B] of the test (2 minutes),
6. Finally, the students answered some questions in the third part [C] of the test and returned the forms (2 minutes).

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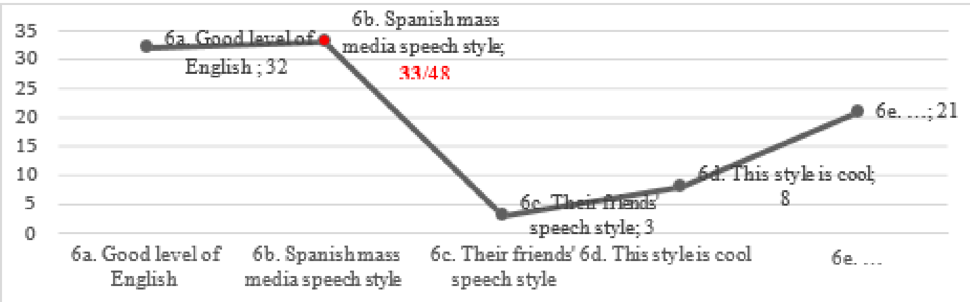
At each of the two universities the response forms were distributed and the participants were provided with a set of instructions. After familiarizing themselves with the content of the response forms for two minutes, they listened to a female recording for about 40 seconds without English insertions and then filled in part A of the survey in two minutes. After that they listened to another female recording for about 40 seconds, this time with English insertions, and then filled in part B of the survey in two minutes. Next, the participants answered the questions for the case study in part C (two minutes) and returned the survey to the test organizer. The process was anonymous and took between 10 and 15 minutes all in all.

3.6 Results

After processing the data, the following characteristics surfaced: the UCM students were aged between 17 and 25, 27 were male and the remaining 73 females. 95 students out of 100 claimed to speak English. At the UCLM, students were aged between 18 and 26, 15 were male and 85 were female. Only 50 students out of 100 confirmed to speak English.

Among 100 students at UCM, 48 declared using English insertions in their Spanish discourse and among 100 students at UCLM, only 22 confirmed using English insertions in their Spanish discourse. Among 48 students at UCM who declared using English insertions in their Spanish discourse, the majority, 33 students (68,75%), thought it was because using English insertions in Spanish discourse is a mass media speech style (6b).

Chart 2: UCM Results for: Why do you use English insertions in Spanish discourse?



Since they had to mark two optional answers in this section (C6), it is interesting to mention that of those 33 students, 18 combined the option Spanish mass media speech style (Bell, 2001) (6b) with a good level of English (6a); 2 combined it with their friends' speech style (Bell, 2001) (6c); 3 with the fact that it is cool (6d) and 9 combined it with the open answer (6e) giving the specific version of the answer only 5 of them.

Among the 22 students at UCLM who confirmed using English insertions in their Spanish discourse, the majority, 17 students (77,27%),

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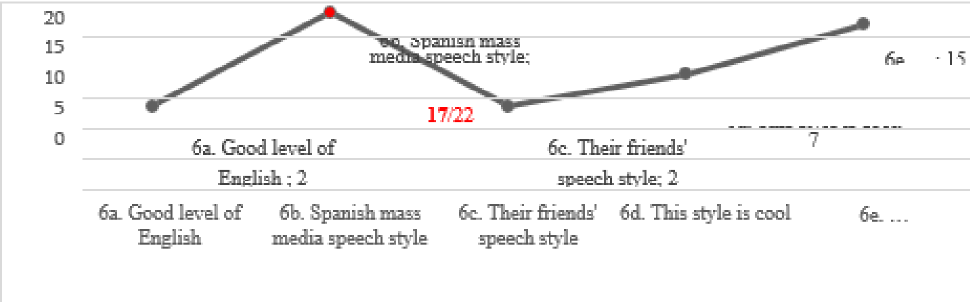
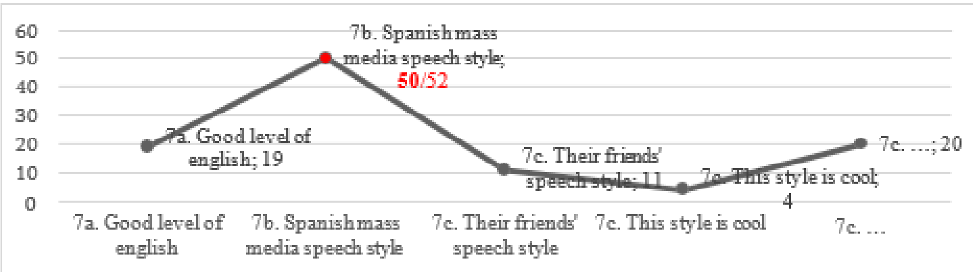
thought it was because English insertions in Spanish discourse is a mass media speech style (6b).

Chart 3: UCLM Results for: Why do you use English insertions in Spanish discourse?



Since they had to mark two optional answers in this section (C6), it is interesting to mention that out of those 17 students, nobody combined the option Spanish mass media speech style (Bell, 2001) (6b) with a good level of English (6a); only 1 student combined it with their friends' (Cheshire et al. 2008) speech style (6c); 5 with the fact that it is cool (6d) and 11 combined it with the open answer (6e) giving the specific version of the answer only 2 of them. Among the 52 students at UCM who manifested not using English insertions in their Spanish discourse, the majority, 50 students (96,15%), thought it could be induced by the fact that using English insertions in Spanish discourse is a mass media speech style (Bell, 2001) (7b).

Chart 4: UCM Results for: What could provoke the use of English insertions?



Since they had to mark two optional answers in this section (C7), it is significant to note that of those 50 students, 18 combined the option Spanish mass media (Bell, 2001) speech style (7b) with a good level of English (7a); 11 combined it with their friends' speech style (7c); 3 with the fact that it is cool (7d) and 17 combined it with the open answer (7e) giving the specific version of the answer only 8 of them.

Among 78 students at UCLM who declared not using English insertions in their Spanish discourse, the majority, 63 students (80,76%), believed that using English insertions in Spanish discourse may well be due to the fact that it is a mass media speech style (7b).

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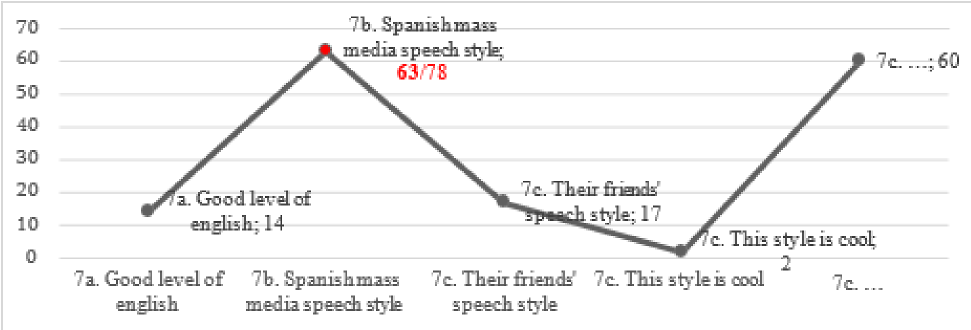
Chart 5: UCLM Results for: What could provoke the use of English insertions?



Respondents had to mark two optional answers in this section (C7). Here we highlight the fact that of those 63 students, 5 combined the option Spanish mass media speech style (Bell, 2001) (7b) with a good level of English (7a) and 10 combined it with their friends' speech style (7c). Nobody combined it with it is cool (7d) and 48 combined it with the open answer (7e). Only one of the respondents gave the specific answer.

Importantly, among the 5 UCM students who declared not speaking English, 2 claimed to use English insertions in their Spanish discourse; and among the 50 UCLM students who declared not speaking English, 11 claimed to use English insertions in their Spanish discourse. Now let us explore what the Spanish youth think about the female speaker with or without English insertions according to the experiment results. In order to visualize the obtained results, we use lineal graphs. Likert Test numerical results were translated into percentage and processed in the following lineal graphs. In the graph we only reflect percentage of positive, totally agree and agree, answers since they are the most important ones for us. The dimensions illustrated in the bar charts are being YOUNG, MODERN, PLEASANT, CLEVER, INTERNET USER, COSMOPOLITAN, SPANISH-ENGLISH BILINGUAL, TRENDY, COOL.

A T-Test (with two-tailed hypothesis and significance level: 0.05) yielded that the following statistical results for UCM (A) Lara without English insertions, UCLM (A) Desiree without English insertions, UCLM (B) Lara with English insertions and UCM (B) Desiree with English insertions were statistically significant even at 0.00001 significance level.

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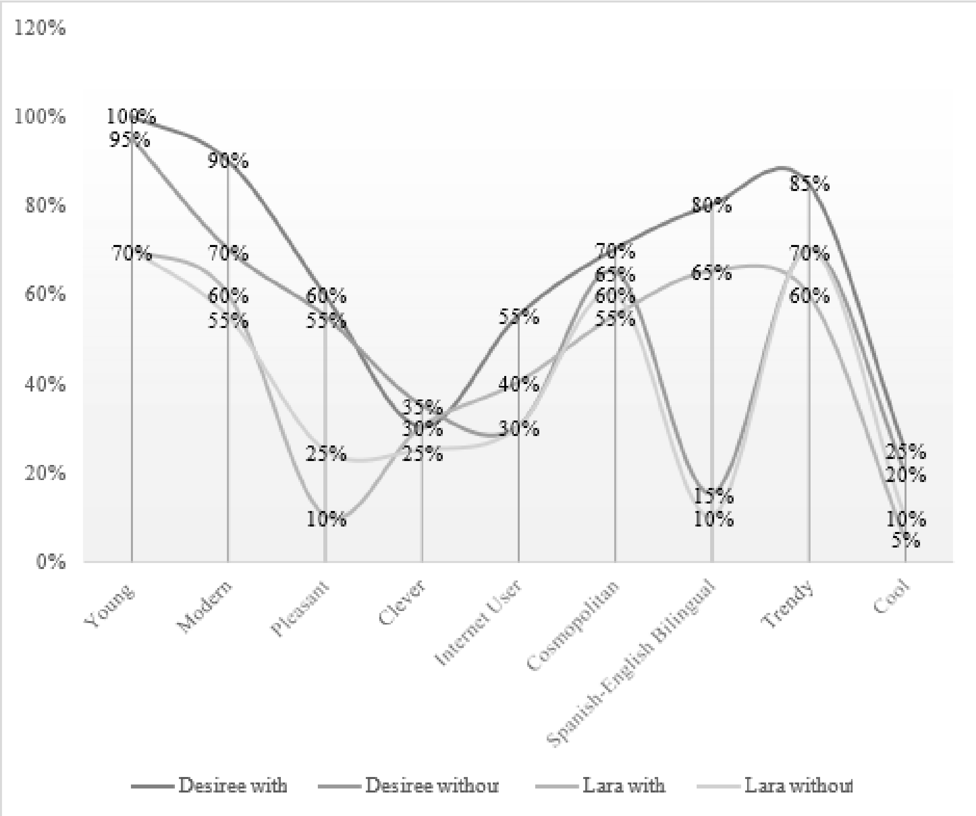
Chart 6: Results of Likert Test A and B sections for both female speakers in both speech styles



3.7 Discussion

In order to study English insertions in Spanish discourse among Spanish Youth, two Spanish university centres were selected, UCM in Madrid and UCLM in Castilla-La Mancha. By doing so, the possibility of discarding some surveys in terms of age limit practically disappeared, since the target age for the investigation was between 15 and 26. As for the Spanish nationality criteria, there was a possibility of excluding some surveys because of a large number of non- Spanish students at UCM and UCLM, but a question about nationality was included in part C in order to exclude all non-Spanish students. Although the age condition problem was practically minimal because of the centres, a question about age was also included in part C.

First, regarding the attitudes about two different types of voices (Lara and Desiree), with two different speech styles (Spanish discourse with and without English insertions), students at UCM and UCLM were asked questions about the speaker (young, modern, pleasant, clever, internet user, cosmopolitan, Spanish-English bilingual, trendy, cool, your speech style, your friends' speech style). Generally, if the voice does not matter the results should

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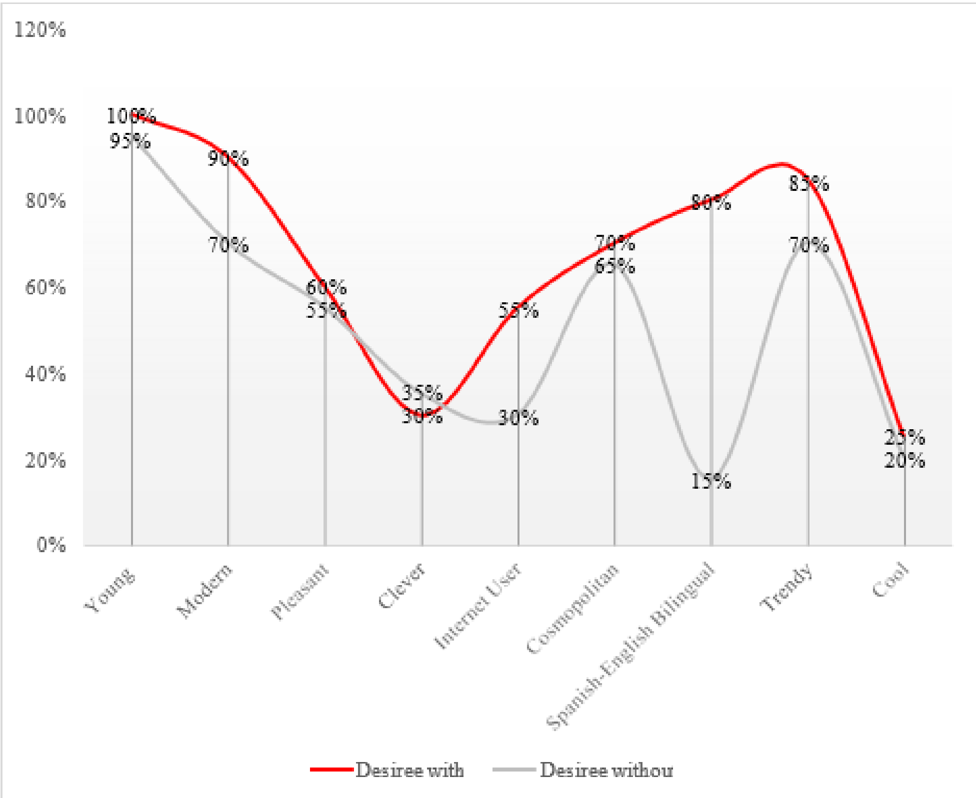
be different in case of different speech styles and should coincide in case of the same speech style. The following illustrates the contrast that is going to be discussed. It should also be mentioned that the technique used here is a matched-guise technique (Lambert et al., 1960).

As it can be observed from the following chart, the female speaker (Desiree) with English insertions is above the one without English insertions in almost all the dimensions except for the one about cleverness. Here we could conclude that this particular speech style is not perceived as cleverness indicator for the listener.

Chart 7: Results of Likert Test A and B sections for Desiree in both speech styles



The situation is quite different in case of another female speaker (Lara) with English insertions.

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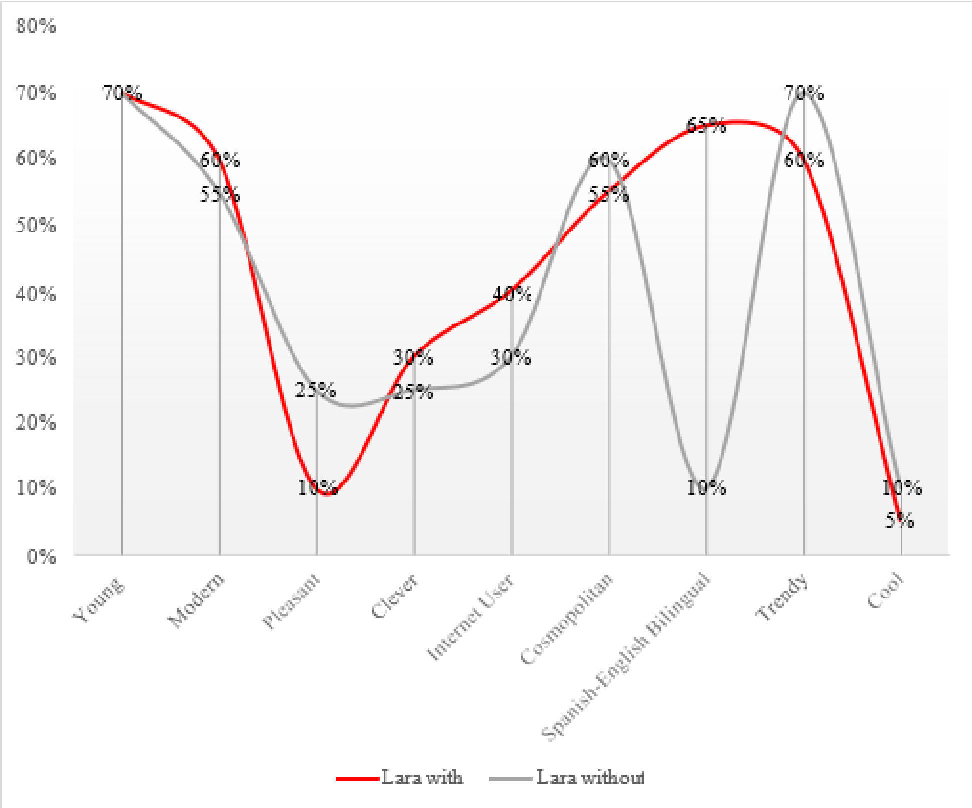
Chart 8: Results of Likert Test A and B sections for Lara in both speech styles



Alongside cleverness, she is not even perceived as pleasant, cosmopolitan or Spanish- English bilingual compared to herself without English insertions. Let us compare the two female speakers, both with English insertions but different voice types, i.e. Desiree with English insertions and Lara with English insertions.

As you can see below, the results are not exactly the same as predicted suggesting voice does matter. However, it is important to mention that the two female voices in the recordings are completely different. Desiree's voice is very sweet[4] compared to Lara's. Desiree with English insertions is above Lara with English insertions nearly in all dimensions except for the one about cleverness. Here we can conclude that neither a particular speech style nor (a sweet) type of voice can measure cleverness of a speaker, but a sweet type of voice does matter when perceiving someone as young, modern, pleasant, internet user, cosmopolitan, Spanish-English bilingual, trendy or cool.

[4] authors personal choice to record female speakers of different voice types

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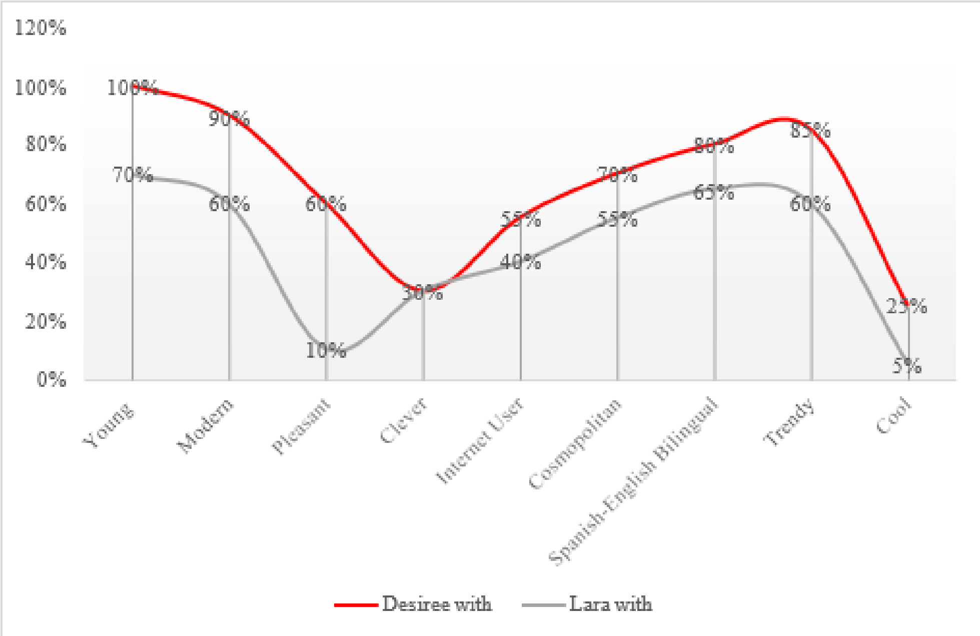
Chart 9: Results of Likert Test A and B sections for both female speakers with insertions



Conclusion

According to the results of the Attitudinal Experiment several tentative conclusions were reached. The findings indicate that young Spaniards think that mass media foster (71%)[5] or could foster (88%)[6] the use of English insertions in their Spanish discourse. Spanish youth seem to use English insertions in their Spanish discourse because they perceive those who do as being young (85,5%)[7], modern (75,5%)[8], a cosmopolitan (63%)[9], a Spanish-English bilingual (73%)[10], and someone trendy (70,5%)[11]. Spanish youth use English insertions without being Spanish-English bilinguals. For the attitudinal experiment participants neither a particular speech style nor a sweet type of vice can measure cleverness of a speaker, and a sweet type of voice together with a particular speech style does matter when perceiving someone as young, modern, pleasant, internet user, cosmopolitan, Spanish-English bilingual, trendy or cool.

[5] 50 out of 70 Spanish youth with English Insertions (=71%)
[6] 113 out of 130 Spanish youth without English Insertions (=86,5%)
[7] 171 positive answers out of 200 (=85,5%)
[8] 151 positive answers out of 200 (=75,5%)
[9] 126 positive answers out of 200 (=63%)
[10] 146 positive answers out of 200 (=73%)
[11] 141 positive answers out of 200 (=70,5%)

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Coverage and Framing of Emerging STI and STEM by Four Major Nigerian Newspapers and Implications for National Development

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Abstract

In Nigeria, there is a gross deficit of empirical research on emerging Science, Technology, and Innovation (STI) content in the media. This paper focuses on investigating four prominent newspapers in Nigeria to ascertain the extent to which Science, Technology, Engineering, and Mathematics (STEM) and emerging STI are covered and framed. We posed research questions covering reportage, sourcing, framing, and implications. The methodology involved content/framing analysis of *Daily Trust*, *Leadership*, *The Guardian*, and *The Punch* newspapers. A census sampling of 728 newspaper issues was conducted covering a period of six months spanning between December 1, 2020, and May 31, 2021. The results indicate a near zero coverage of emerging STI in the four dailies. Other results show that of the eight areas of STEM examined, medical/health sciences (48%), agricultural sciences (24%), and ICTs/engineering (19%) received more coverage. Earth/environmental sciences, physical and chemical sciences, marine, space, and mathematical sciences were accorded near zero coverage. On sourcing of STEM stories in the four dailies, 54% was sourced in-house by the journalists, 33% came from national STI institutions, while 13% was obtained from foreign and internet sources. On framing, 42% STEM stories were framed in terms of health, risk,

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and safety; 39% in economic and political frame; while academic, environmental, ethical and "other" frames scored between 7% and below. The conclusion of the study is that newspaper coverage of emerging STI was near zero reflecting and projecting the dismal status of emerging STI in Nigeria while the coverage and framing of STEM depicted the media agenda of concentration on medical, agricultural, and ICT endeavours to the neglect of others. Deeper coverage and broader framing of emerging STI are germane to national development.

Keywords: Techno-science, Print Media, Content Analysis, Developing Country

Introduction

The importance, relevance, and significance of science, technology and innovation (STI) including the emerging ones are generally acknowledged in most societies. Progress, development, and advancement in most countries are often because social, cultural, economic, or political realms often depend on STI. Nigeria is not left out in the quest for harnessing STI for development purposes. It formulated a Science and Technology (S&T) policy first in 1986. Since then, three revisions have been undertaken in 1997, 2003, and 2012 (Oyewala, Adebowale & Siyanbala, 2017).

The extent to which the Nigerian mass media, particularly newspapers (with their capacity to confer status on important national issues and set agenda for public, social, and political discourses), have reflected STI activities in their coverage and framing is the focus of this investigation. The rationale here is that the media including newspapers are also one of the catalysts of national development. They are pivotal to the creation of awareness, provision of knowledge/education, advocacy for public policy formulation and implementation as well as sensitisation and mobilisation for social action.

Scholars (Mashi, Inkani & Yaro, 2014) agree that the evolvement of S&T policy in Nigeria was in recognition of its crucial role as instruments for national development. Nigeria recently outlined an STI Roadmap beyond the 2012 STI policy for 2030. However, Nigeria's commitment deserves investigation. Newspaper coverage and framing can help gauge these commitments because Mailafia (2017) laments that a dismal 20% of Nigerians are admitted to study Science, Technology, Engineering and Mathematics (STEM) in tertiary institutions. Besides, Edward-Ekpu (2017) informs of the dearth of working science and technology museums in Nigeria. Likewise, Braimoh (2015) regrets the absence of science and technology parks. Apart from numerous science/technology agencies, departments, offices, institutes, polytechnics, and universities, which Nigeria boasts of, are avenues for public education and the popularisation of STI.

As experienced in many parts of the developed world, STIs and emerging STIs have contributed to the resolution of health problems and disease burdens. They also provide solutions to food insecurity and water/sanitation challenges. Likewise, environmental problems, illiteracy and other educational deficits, and human security challenges are often confronted with STI solutions. Hence, these are made possible by research and advancements in the sciences, technology, innovation and emerging disciplines in artificial intelligence/robotics, nano-science/nanotechnology, genomics, nutrigenomics, gastrophysics, proteotronics, etc.

The extents to which these STI issues are reported and framed in the media are reflective of the extent to which the STI activities occur in a given nation. It follows therefore that if STIs contribute significantly or otherwise to national development, this would equally be depicted in the media.

Statement of the Problem

The impact of science, technology, and innovation on society is not in doubt. This realisation must have accounted for Nigeria's establishment of a Federal Ministry of Science, Technology and Innovation and subsequent formulation of a National Policy on Science, Technology and Innovation in 2011.

The world's idea towards science, technology, and innovation have phenomenally altered the course of the history: millions have been lifted out of poverty through advancements in agriculture; developments in information and communication technology have shrunken much of the world, bringing together far-flung peoples of the world and revolutionising education and workplaces as well as improving intelligence gathering and securing lives and property. Expansion of knowledge in biotechnology, genomics, nutrigenomics, and gastrophysics has fundamentally improved health, prevented diseases, and has solved chronic maladies. Similar societal progress, scholars have documented, has been witnessed in the use of artificial intelligence, robotics, nanoscience, nano technology, and other emerging STIs in manufacturing, industrialisation, medicine, and environmental preservation (Batta, Ashong, & Obot, 2014; Sales, Perigrini, & Goersch, 2014; Banerjee, Pal, & Ray, 2015; Keener, Hoban & Balarubramanian, 2015; May, 2015; Perez et al., 2018; Joshi, 2019). The extent to which these are true for Nigeria has not been empirically established in the field of communication research. Communication scholars cannot readily say the extent to which Nigeria's Science, Technology, and Innovation policy has been communicated in the public sphere or the extent to which science, technology, and innovation's impact on Nigeria's development has been communicated.

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One of the ways to gauge the communication of STI in a country is to look at its press such as the newspapers. To demonstrate this, *Leadership* newspaper on March 24, 2021, stated: "recovery and going back to sustainable economic growth … must be hinged on sound science and engineering infrastructure, well-trained and skilled operators, and a leadership that provides the necessary vision…" (p.20). The same newspaper on December 9, 2020, quoted the Nigeria's space agency which states that: "space science and technologies have the potency of revealing the variety of ways to improve public administration, democratic processes, public sources, and accountability" (p.28). Likewise, *The Guardian* of May 3, 2021, quoted a Nigerian minister as remarking thus: "low and inappropriate application of STI in agriculture in Nigeria is responsible for the inability of the nation's agricultural products to compete globally" (p.42). The same paper also captured the National Office for Technology Acquisition and Promotion on December 17, 2020, commenting that, "innovations, inventions, and researches are key drivers to Nigeria's economic prosperity" (p. 30).

Apparently, Nigeria seems to be struggling with the implementation of its Science, Technology and Innovation policy whereas the world has moved beyond basic STIs to emerging STIs, which are more advanced and much more impactful. To what extent then are Nigerian newspapers reporting and framing these emerging STIs in addition to the basic ones? To what extent is this coverage reflective of emerging STI activities in Nigeria? What does such coverage portend for Nigeria's national development?

Research Questions

This study was guided by five research questions.

i) In what forms or content genres do *Daily Trust*, *Leadership*, *The Guardian*, and *Punch* newspapers disseminate STI content?
ii) To what extent is depth accorded STI matters by the four selected newspapers?
iii) From what information sources do the newspapers base their reportage/coverage of STI stories?
iv) To what extent do the selected newspapers reflect the wide breadth of perspectives in their framing of STI issues?
v) What are the implications of the findings on Nigeria's national development?

Emerging Science and Technology

Researchers have offered useful insights into emerging scientific fields in recent times. Dvorsky (2013) identified eleven (11) emerging scientific fields that everyone should know about. Likewise, Hudson (2014) reviewed top ten emerging technologies that are transforming the world. Similarly,

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Nwazor (2017) detailed five emerging technologies in science that will shape human lives in years to come. However, let's examine some of these emerging sciences and technologies.

Neuro-parasitology is an emerging field devoted to the study of how parasites alter the behaviour of their hosts as part of their reproductive strategy. Reproduction occurs when the parasite is consumed and excreted by a third party. An example is given of the hair worm that releases an admixture of chemicals that cause the grasshoppers that host them to commit suicide by jumping into water. This allows the hairworms to swim out of their drowned hosts (Dvorsky, 2013). Studies such as these permit scientists to understand how parasites affect the nervous system and behaviour of hosts so as to find solutions to abnormal behaviours induced by parasites.

Another emerging field is Synthetic Biology. Nwazor (2017) explains that synthetic biology allows scientists to produce biological organisms from nonliving forms with technology. Examples are producing a computer prototype of a bacterium or the creation of a synthetic cell. Dvorsky (2013) states that synthetic biology is the design and construction of biological parts, devices, and systems. It involves manufacturing, for example, the complete genome (gene structure) of a bacterium, by putting together its chemical constituents. It also involves the creation of a digital DNA and printing and then introducing it into a living microorganism. Synthetic biology has led scientists to the idea of *in vitro* meat, i.e., beef produced not from cattle but grown in the laboratory. Hudson (2014) explains that it involves recreating in the lab, atoms similar to those that compose the meat and it would not be different in many ways – taste, texture, or otherwise.

Nutrigenomics is yet another emerging science, which combines studies in nutrition and genes. Dvorsky (2013) stated that the emerging field is equally known as nutritional genomics and is an investigation of the intricate relationship between food and genetic expression. Scientists in this new field probe the function of genetic variation, dietary response, and how nutrients impinge upon human genes. What we eat therefore influences how our genes are structured, and the structure of genes regulates what we eat. Nwazor (2017) adds that in the near future, nutrigenomics specialists could tell the exact/best diet based on one's DNA and recommend specific meals capable of altering one's genetic configuration.

Gastrophysics merges gastronomy and physics combining interests in physical, chemical, nutritional, psychological, and cognitive sciences alongside professional practitioners, such as chefs and gastronomical entrepreneurs/innovators (Mouritsen & Risbo, 2013). Molecular gastronomy depends largely on thoroughly grounded sciences e.g., food chemistry, general food science, and food processing technology: "gastrophysics aims to exploit, on all relevant time-and length-scales, recent advances in the physical sciences

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to advance the scientific study of food, the raw material, the effects of processing food, and quantitative aspects of the physical basis for food quality, flavour, appreciation, and absorption in the human body" (p.2). To van der Linden (2013), it provides the rationale for the integration of gastronomy as the act of enjoyable eating and drinking achieved by stimulating different senses at different rates and levels. Physics, "helps one to understand how macroscopic, physical food properties relate to molecular properties and interactions of the ingredients as a function of the parameters of ingredient concentration, ingredient type, energy input, temperature and time" (p.1). Therefore, integrating physics with gastronomy yields efficient innovation.

Next, Proteotronics reflects the interest electronic engineers are showing in understanding the function, structure, and operational networking of proteins. The Physics arXiv Blog (2014) states that proteotronics involves the ability to model and predict the electronic behaviour of proteins and also come with the ability to deploy it as a dependable constituent in more intricate systems e.g. electronic circuits found in LEDs, transistors, etc. Also known as organic electronics, Nwazor (2017) simplifies it thus, "while some branches of science focus on making machines act more like living creatures, organic electronics focuses on making organic elements behave more like machines" (p.1). This field is drastically changing the design and integration of prosthetics and other medical devices. Dvorsky (2013) notes that it uses conductive polymers and conductive small molecules to design, synthesize, and process workable living and non-living materials using advanced micro- and nano fabrication techniques and circuit designs.

Also, epigenomics is the study of inheritable changes beyond those in the DNA sequence, and it involves two main modifications of DNA or chromatin – the kernel of genes (Callinan & Feinberg, 2006). It merges the sciences of epigenetics and genomics with the objective of appreciating gene regulation and the value it adds to the growth of cells and their variations as well as disease and aging. Hudson (2014) explains that humans suffer from various forms of diseases as a result of defective genes but genome editing encompasses the science and technology that replaces those malformed genes. This raises the possibility of eliminating genetic maladies.

Agricultural Drones: With the population of Nigeria increasing exponentially plus climate change affecting agriculture, feeding the large population poses a challenge. However, drones hold some promise for solving food insecurity. They are unmanned flying devices using cameras, processors, and global positioning system (GPS) units that help capture intensive and extensive photographs of agricultural lands. These images which are later analysed help farmers to identify crops lands that require more attention or other areas with irrigation or pest problems, which are quickly taken care of before greater damage and crop losses are incurred (Hudson, 2014). Drones

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have been used lately in journalism to gather information about news events such as wars, riots, demonstrations, traffic, etc. where it is impossible or unsafe to send human reporters. In agriculture, drones help to reduce the use of farming resources and boost crop production.

High Speed Transportation: Nigeria is a large country of heavily populated regions. Yet the system of transportation is archaic, slow, expensive, unreliable, dangerous, and is incapable of supporting social development and economic growth. Nigeria would have developed more sustainably if it had a more efficient means of transportation – to move raw materials, manufactured goods, industrial machines, agricultural produce, people and services around the several regions. Scientists and technologists are currently working on creating super-fast transportation at least at the theoretical level that can shorten a six-hour journey to 35 minutes traveling at the maximum speed of 760 miles per hour. Hudson (2014) states that such a system would be overly expensive costing between six and eight billion US dollars but that in a globalised world, people need to move around quicker than air trips can afford us at the moment.

Another emerging field, Robotics and Artificial Intelligence systems, have made tremendous progress. Wilkinson, Bultitude and Dawson (undated) have commented that robotics, genetic engineering, and nanotechnology have been identified as the three most significant emerging technologies of the 21st Century. Hudson (2014) writes about powered exoskeletons which are being conceived to help paraplegics to stand, walk and making room for more movements and a more humane lifestyle.

Other emerging sciences and technologies include quantum biology, exo-meteorology, cliodynamics, recombinant mimetics, computational social science, cognitive economics, and quantitative biology (Dvorsky, 2013). There are also redox signaling technology and neuro-morphic engineering (Nwazor, 2017) for interested persons to read about.

Media Coverage, Framing of Emerging STI, and the Public

The mass media help to popularise science and technology, aid the public understanding and learning of science and thereby contribute to the capacity of citizens to participate knowledgably in public discourse and policy formulation. This participation is needed for an involvement and engagement in informal decision making critical in a science-driven and technology-propelled democracy.

In the Chinese neurosurgical journal, Acosta et al. (2017) examined media coverage and public awareness on bioethics and perception of emerging biomedical therapies. Acosta *et al.* observe that the media exert a great influence on public opinion and cell-based treatments. Such influences pertain to, “an exploited absence of successful communication between the public and

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scientific community, and immediate reactive resolutions by policy makers to gain popularity…. Developing technologies are most stifled when the public is fearful of the new scientific breakthrough or sets unrealistic goals that give false hope," (p.2). To Acosta *et al.*, stem cell-based therapies are not adequately represented because of social, legal, and ethical considerations. To sort through this quandary, it is important to regard and integrate public opinion and policy making. It is also necessary to ascertain the general good of research among sundry viewpoints. Also, it is pertinent to decide if integrating education and ethical public opinion can bring about general benefit.

Apart from news coverage, the media often frame subject matters including emerging science and technology, i.e., they couch issues in a certain way to convey information, persuade, or influence media message consumers. This influence is critical in the formation of personal, then public opinion. It also affects perception and attitudes. In an article on the evolution of synthetic biology, Torgersen and Schmidt (2013) refer to risk for human health and environment regarding green biotechnology as the dominant frame, though there are other frames such as ethics frame, and economic frame which prevail in the stem cell debate. Regarding nanotechnology, an economic frame of technology in progress looms over a risk frame whereas information technology is framed as personally beneficial except the risk associated with cyber security stemming from intentional misuse.

Following from the argument that there is a direct link between media coverage and framing and public understanding of science and technology, Pauwels (2013), who examined public understanding of synthetic biology, concludes that members of the public show enthusiasm for synthetic biology applications when those applications are developed to address societal, medical and sustainability needs, whereas engineering biology is seen as a potential concern if this research is done without investigations of its potential risks and long-term implications.

Indeed, not only is it crucial to know how the public perceives emerging STI but how scientists understand public engagement in emerging science. Braun, Starkbaum and Dabrock (2015) discovered that scientists perceive the public as harbouring a basically risk-centred opinion of science. To address this, various methods of science communication are seen as having the potential to make science better accepted by the public. On the flip side, public engagement in science through scientist/public interface is regarded as an obligation. Therefore, a provision of better opportunities and organisation perks that consistently and regularly allow scientists to engage with the public, i.e., citizens, is desired.

Again, stemming from the notion that media coverage and framing also have influence on public attitudes, Sutcliffe (Undated) states:

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> Analysis of 14 of the public dialogues which have been conducted in Europe from around 2005 – 2011 (in areas such as nanotech, stem cells, and synthetic biology showed the public are … interested and excited about how these techniques are being used. They have concerns about safety to people and environment, about how the technology is being used and desires that it be deployed not just for company profit, but for social benefit … much the same concerns that scientists, policy makers, civil society groups and business … often have (p.1).

The same cannot be said about the attitude of the press to emerging science in Nigeria because one is uncertain about the depth of emerging science and technology or the prevalence of knowledge and research about emerging science and technology in the country.

Theoretically, the coverage and framing of science, technology, and innovation in the printed media can be explained. The agenda setting theory gives vent to what newspapers do to bring cogent issues to the front burner by making them gain public salience. Similarly, the framing theory provides grounding for appreciating the ways in which newspapers couch their reports in variegated perspectives. This permits news consumers to apprehend STI reports in specific directions.

The agenda building hypothesis allows the government, the media, and the public to impact one another as far as public policies are concerned. It gives a better conceptualisation of this process than the agenda setting theory conceived by Cohen (1963) to reflect the ability of the media to effect the direction in which consumers view media reports. Through ideas expressed by researchers (Baran & Davis, 2009), agenda building/agenda setting theory help explain how the media focus attention on the ways in which readers interface with STI information. The theory illustrates the connection involving media exposure to STI information, the willingness of the readers to find information on STI, and how the readers perceive STI matters.

Closely related to the agenda-setting theory, the framing theory as Entman (1993, p. 56) defines it is meant …"to select some aspects of a perceived reality and make them more salient in communicating text, in such a way as to promote particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described." To apply this theory to STI matters, it explains how newspapers, for instance, define and explain STI issues, how they describe personalities/institutions/sources responsible for STI messages, and how STI problems are solved. In defining STI issues, newspapers may deliberately select their focus which may influence readers to see them as political, economic, legal, academic, medical or ecological.

At the macro-level, the social construction of Technology theory provides a descriptive approach to understanding the role of human action in determining the shape of technology. Mackensie and Wajcman (1985) explain that the theory adopts the concept of interpretive flexibility to convey that technological artifact is constructed and interpreted actually in terms of flexible thought, appreciation, and design. It also encapsulates the primacy of social groups, interactions, and meaning exchanges to arrive at consensual decisions on cultural norms, beliefs, and values as it affect meanings assigned to technological productions. It is true that as newspapers disseminate STI information, they are also expressing the cultural interpretations society gives to science, technology, and innovation. They help to imbue national technological aspirations with social/cultural meanings.

Research Method

This study adopted the content analysis research design to evaluate quantitatively the extent to which four Nigerian newspapers depicted the dissemination of STI contents. The newspapers involved were daily issues of the *Daily Trust*, *Leadership*, *The Guardian*, and *The Punch* newspapers from December 1, 2020, to May 31, 2021. The six-month period was reasoned as adequate to extract a definite trend in coverage/reportage of salient public issues. The population of the study amounted to 728 issues of the daily national/regional newspapers. This figure seemed manageable so a census sampling of the population was undertaken.

The contents of the newspapers were analysed on the basis of two broad categories, namely: Emerging Science, Technology, and Innovation with clearly defined components to include biotechno- logy/genomics, synthetic biology, nutrigenomics/gastrophysics, proteotronics/neuroparasitology, artificial intelligence/robotics, agricultural drones, jets-peed land transport, and nanoscience/nanotechnology. The second category consisted of Science, Technology, Engineering, and Mathematics (STEM) components sub-categorised and defined into physical/chemical sciences, medical/health sciences, earth/environmental sciences, marine sciences, agricultural (crop/soil/animal) sciences, space sciences, Engineering, ICTs, and mathematics.

The coding parameters for content that analyses the STI matters were: (a) content genre/form separated into news/features, opinions/editorials, and specific section/pullouts; (b) depth of coverage, delineated into brief, medium, and lengthy; (c) sources of reports pigeon-holed into in-house sources, national STI sources, and foreign/internet sources; (d) framing of STI content

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designated into economic/political frame, health/safety/risk frame, policy/ethical frame, academic/information frame, environmental/sustainability frame, and "other" frame.

The unit of analysis used in the coding process was the newspaper articles disseminated in the form of news, features, opinion, column, editorial or special section. Analysis was conducted based on tabular renditions and calculation of percentages using the Statistical Package for the Social Sciences.

Rationale for the Choice of newspapers

The Guardian and *Punch* newspapers are national in outlook and both have considerable nation-wide readership. However, while *The Guardian* is more of an elite newspaper, the *Punch* is more popular but both are based in the southern part of Nigeria, the commercial capital - Lagos. On the other hand, the *Daily Trust* and *Leadership* are popular, regional newspapers with strong presence in the Northern part of Nigeria. They are both based in Nigeria's seat of government – Abuja. The four newspapers were selected purposively for reasons of accessibility, wide readership, regional/national spread, and the expectation that they cover a wide range of issues including science, technology, and innovation.

Results and Discussion

The discussion of the findings of this study is based on the research questions. The first question asked about the form or content genre in which the coverage of emerging STI occurred in the analysed newspapers.

Coverage of Emerging STI

Table 1.

Newspaper Coverage/Framing of Emerging STIs and STEM * Prominence Attached to Newspaper Coverage of Emerging STIs and STEM Crosstabulation

			Prominence Attached to Newspaper Coverage of Emerging STIs and STEM			
			Feature/News	Opinion/ Editorials	Section/ Pullout	Total
Newspaper Coverage/Framing of Emerging STIs and STEM	Daily Trust	Count	250	8	0	258
		% of Total	21.7%	.7%	.0%	22.4%
	Leadership	Count	0	203	60	263
		% of Total	.0%	17.6%	5.2%	22.8%
	Guardian	Count	0	0	354	354
		% of Total	.0%	.0%	30.8%	30.8%
	Punch	Count	0	0	276	276
		% of Total	.0%	.0%	24.0%	24.0%
Total		Count	250	211	690	1151
		% of Total	21.7%	18.3%	59.9%	100.0%

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The study shows in Table 1 that little or no emerging STI matters featured in the news, opinion, feature, editorial or special sections of the four newspapers. However, the study indicates that other STEM subjects in the four newspapers occurred at the rate of 60% in special sections, 22% as news features, and 18% as editorials/opinions.

These findings illustrate the paucity of reports on emerging STI in the four newspapers and shows a concentration of STI stories in dedicated pages and much less so in news, feature, and editorial/opinion pages. The importance of media coverage of science, technology and innovation, including emerging STIs, cannot be overemphasized in the modern world particularly in developing countries where there is ample need to use STI for development purposes. Nanowerk (2013) underscores the fact that the media significantly influence the public image of science and technology because press reports boost awareness of covered subjects, and it bolsters information about topical social discourses. They also highlight technical applications, new opportunities, and risks related to new technologies. In a study conducted in German, Swiss and Austrian print media, Nanowerk (2013) observes that 88% of the reports were captured as news and a much smaller percentage as opinions/features. Focusing on nanotechnology reports, the study showed that a greater percentage of the articles were featured in the science section of the newspapers as this study also shows.

The lessons that can be drawn from these findings are that while it is crucial to feature STI stories in science sections of newspapers, for this gives STI specialists the confidence to participate in science reporting through news, commentaries, interviews and essays, it may restrict the general public from doing so from the assumption that the sections are too technical and thus reserved for specialists.

There is certainty that the mass media including newspapers influence public attitudes (Boholm & Larsson, 2019). Therefore, the participation of varied stakeholders – the public, scientists, journalists in the creation and dissemination of STI messages – would require STI content to be featured in equally variegated ways as news, features, opinions, editorials, and commentaries. This is to take advantage of the heterogeneity of the public and the fact that if not properly handled, media representation does become fragmented and ambiguous. It is equally important to guard against event-specific or incidental coverage of STI. Mazerik and Rejeski (2014) in their study of the communication of synthetic biology observe that numerous news stories were propelled by important announcements and events. What can be deduced from this observation is that where emerging STI information is spread across the newspaper in the various content forms on routine and not on episodic basis, chances are that the subjects would be treated in greater detail, covering benefits, challenges, risks, policy and regulatory issues, etc.

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This conclusion was apparent in Acosta's et al. (2017) study of media coverage and public awareness on bioethics perception of emerging biomedical therapies. They stated that the media strongly affected public opinion on cell-based therapies and that there was an underrepresentation of the gains of cell-based therapies regarding ethical, legal, and social factors.

Similarly, there is a nexus between media articles and perception of emerging technologies. This carries the notion that the way news stories are handled in the newspapers does influence how emerging technologies are perceived. Shipman (2015) reports that when news articles point to conflict within the scientific fold on a given emerging technology, e.g., synthetic life or nanotechnology, the readers who defer to scientific authority on the subject tend to view the technology as a risk.

This finding illustrates the salience of the agenda setting theory to the extent that the media reporting of STI has a direct way of influencing the manner in which the media users perceive the messages. The media audience tends to be exposed to more of what the media cover. It also tend to form opinions about what the media feature but since the public is heterogeneous, has other influences exerting upon it, people need more informed, consistent, and knowledge-driven information from the media and other sources to make decisions that are less reliant on values, beliefs, and emotions.

Newspaper Sourcing of STI Information

Table 2.

Newspaper Coverage/Framing of Emerging STIs and STEM * Sources of Emerging STIs and STEM Reports in Four Nigerian Newspapers Crosstabulation

			Sources of Emerging STIs and STEM Reports in Four Nigerian Newspapers			
			In-House Sources	National STI/STEM Sources	Foreign/ Internet	Total
Newspaper Coverage/Framing of Emerging STIs and STEM	Daily Trust	Count	258	0	0	258
		% of Total	22.4%	.0%	.0%	22.4%
	Leadership	Count	263	0	0	263
		% of Total	22.8%	.0%	.0%	22.8%
	Guardian	Count	93	261	0	354
		% of Total	8.1%	22.7%	.0%	30.8%
	Punch	Count	0	108	168	276
		% of Total	.0%	9.4%	14.6%	24.0%
Total		Count	614	369	168	1151
		% of Total	53.3%	32.1%	14.6%	100.0%

The next research question was about information sources that the four newspapers based their reports on. The findings show that, for emerging STI, the data for this are not significant at all because that content received near

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zero coverage. However, for STEM, the data in Table 2 show that the majority of the stories (53%) emanated from in-house sources – the journalists themselves. Also, 32% of the articles were based on national STI institutions and experts, whereas 15% of the content was sourced from foreign and online outlets. The importance of this finding is that journalists working in the four examined newspapers contributed to the majority of the stories on STEM followed by contributions from national STI stakeholders.

In a study about nanotechnology in the media, Nanowerk (2013) made related and similar findings. In that study, scientists were by far the most frequently cited sources. They were usually consulted for newspaper content on STI to underscore some aspects of the subject or offer a different viewpoint. Journalists also were reported as the next most important sources, whereas political actors and civil society groups, such as ecology activists or consumer rights groups, played far less subordinate roles. This finding prioritises the need to have a multiplicity of voices and actors that express and contribute to STI information in the press. This is so because, the public is heterogeneous, media representations of STI could be fragmented and so the need to develop targeted audience - specific communication -becomes a necessity (Boholm & Larsson, 2019).

The result of this study also highlights the increasing relevance of the online media as sources of STI information. Though the Internet sources contributed 10% as seen in this study, the Internet as Cacciatore *et al.* (2012) noted "is a communication space where multiple actors can contribute ideas and opinions" because, "the Internet increasingly allows diverse citizens to participate in interactive communication in order to realise the interactive and pluralised aspects of public spheres" (p. 4).

This study has also indicated the reliance on STI institutional and expert sources for STI articles. This finding aligns with Ancillotti & Erikson's (2016) conclusion that the press in Sweden and Italy markedly depended on common sources for articles. Also, Ancillotti et al. (2015) affirmed that marked dependence was on scientists and stakeholders who influence media agenda. Therefore, this work has shown the instrumentality of the agenda building hypothesis and the agenda setting theory in the coverage and framing of STI. Furthermore, the study illustrates the roles played by journalists, STI experts, STI institutions, and other stakeholders in setting media agenda with implications for public and policy agenda.

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Depth of STI Coverage

Table 3.

Newspaper Coverage/Framing of Emerging STIs and STEM * Depth of Coverage of Emerging STIs and STEM in Four Nigerian Newspapers Crosstabulation

			Depth of Coverage of Emerging STIs and STEM in Four Nigerian Newspapers			Total
			Brief Length	Medium Length	Lenghty	
Newspaper Coverage/Framing of Emerging STIs and STEM	Daily Trust	Count	92	166	0	258
		% of Total	8.0%	14.4%	.0%	22.4%
	Leadership	Count	0	202	61	263
		% of Total	.0%	17.5%	5.3%	22.8%
	Guardian	Count	0	0	354	354
		% of Total	.0%	.0%	30.8%	30.8%
	Punch	Count	0	0	276	276
		% of Total	.0%	.0%	24.0%	24.0%
Total		Count	92	368	691	1151
		% of Total	8.0%	32.0%	60.0%	100.0%

The result of this study shows that emerging STI did not receive any meaningful coverage. Thus, the question of depth does not arise. Only a pittance of 0.5% of 1151 STI stories dealt with emerging STI. Table 3 shows that out of the remaining STEM stories, 60% of the articles were adjudged long and deep, 32% were of medium length, while 80% were of brief length. A full page or more of STI articles were considered long and deep, a half page was seen as medium, while a quarter page or less was taken as brief.

Depth should not only be seen in the context of length, but it should equally be seen in relation to the breadth of STI subjects covered. Russell (2010) affirms this position where she states that less space is accorded science matters in traditional media outlets, especially in smaller newspapers, where content has been slashed in scope and in numbers. She also concluded that extant STI coverage leans in favour of consumer-driven health and medicine as this study has also shown.

This lopsidedness in coverage leaves the public in deficit of knowledge or awareness of other aspects of STI that may touch them as humans. Batta, Ashong and Obot (2014) reached a similar conclusion when they observed a near absence of nanoscience/nanotechnology, content in selected Nigerian newspapers, whereas medicine/health, ICT, and biotechnology were accorded more significant coverage. Similarly, Batta, Ekanem, and Udousoro (2014) found that biomedicine received better coverage than space science, nanotechnology, and geological sciences. Skewed coverage of media subjects

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such as STI has implications for the agenda setting theory. Since newspapers and the media have the capacity to set agenda or prime media content, it means that the subjects they neglect would lack salience in the public. Media's focus on emerging STI might to a large extent influence public perceptions of STI, attitudes to STI, and understanding and acceptance of STI (Groboljsek & Mali, 2012).

One emerging science that hardly received mention in the examined newspaper was nutrigenomics. Neeha and Kinth (2013) explain that nutrition and genes interact at metabolic and molecular levels and so the emerging science applies genetics, industrial public health, food science, and gastronomy to regulate body functions, body weight, and health. The essence of media coverage and framing of this field would be to increase awareness and contribute to curbing nutritional and other non-communicable disorders. These diseases include obesity, cardiovascular diseases, diabetes, cancer, and other chronic disorders (Kaput & Rodriguez, 2014; Adzran et al., 2020).

Considering therefore how important emerging STIs are, the media ought to find ways of gaining knowledge about them, disseminating the same knowledge in ways that are understood by the public, and making sure to lay bare the implications of the emerging STI to human and national development.

Framing of Science, Technology and Innovation

Table 4.

Newspaper Coverage/Framing of Emerging STIs and STEM * Framing of Emerging STIs and STEM Content in the Four Nigerian Newspapers Crosstabulation

			Framing of Emerging STIs and STEM Content in the Four Nigerian Newspapers						
			Economic and Political Frame	Health Risk/Safety Frame	Ethical/Policy Legal Frame	Information/ Academic Frame	Sustainability/ Environmental Frame	Other Frame	Total
Newspaper Coverage/Framing of Emerging STIs and STEM	Daily Trust	Count	258	0	0	0	0	0	258
		% of Total	22.4%	.0%	.0%	.0%	.0%	.0%	22.4%
	Leadership	Count	196	67	0	0	0	0	263
		% of Total	17.0%	5.8%	.0%	.0%	.0%	.0%	22.8%
	Guardian	Count	0	354	0	0	0	0	354
		% of Total	.0%	30.8%	.0%	.0%	.0%	.0%	30.8%
	Punch	Count	0	61	28	77	10	100	276
		% of Total	.0%	5.3%	2.4%	6.7%	.9%	8.7%	24.0%
Total		Count	454	482	28	77	10	100	1151
		% of Total	39.4%	41.9%	2.4%	6.7%	.9%	8.7%	100.0%

Another research question asked about the extent to which the examined newspapers reflected the wide breadth of perspectives in the framing of emerging STI issues. The findings of this study show that emerging STIs were not framed in any significant degree because the subject received little or no coverage in the four newspapers. However, for STEM subjects,

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Table 4 indicates that the used frames for physical/chemical sciences, medical/health sciences, environmental sciences, marine sciences, agricultural sciences, space sciences, engineering/ICTs and mathematics were health/safety and risk frame (42%), economic/political frame (39%), academic/information frame (7%), sustainability/environmental frame (1%), "other frame (9%), and ethical/policy frame (2%). This result indicates the greater use of health/safety/risk frame and the economic/political framing and the dismal application of ethical/policy, academic, environmental, and other frames.

Framing is a significant aspect of media coverage. It depicts the direction accorded subjects. Media news stories are known to be influenced by the ways in which subjects or topics are depicted by the media. Porcae and Pereto (2018) agree that there is a bidirectional link between the science and technology research community and the media. Writing on synthetic biology, they affirm that both scientists and journalists provide powerful feedback to one another as they collectively shape the ambitions, dreams and realities of synthetic biology. This finding aligns with the analysis by Ancillotti et al. (2016) of how the media portray synthetic biology in 13 European countries and the USA. They found out that the media are mainly positive in their portrayal, slanted in their depiction of potential benefits (which they emphasize) and risks which they minimize.

In a similar vein, Ancilloti and Eriksson (2016) who probed the media portrayal of synthetic biology in the Swedish and Italian press found out that the language was comprehensively adequate, the tone optimistic and positive especially with regard to benefits and risks. Also, the portrayal stemmed from common sources of information and a lack of close scrutiny by the media. Ancillotti et al. (2015) also corroborate these findings.

Reporting on another emerging STI, Epigenomics, Dyke et al. (2020) agree that scientists and journalists tended to exaggerate epigenetic research results and recurring themes in media reportage such as underlining collective responsibilities and immediate personal effects. They warn that this trend, if not curtailed, could instigate public concern and thus adversely affects public understanding of epigenetics, long term risk of epigenetics, and possibly hampering applied healthcare of the field and causing the formulation of flawed policy. Indeed, Lappe's (2016) study emphasizes the urgency of monitoring the media reportage of genomic research in order to shape public appreciation and estimation of epigenetics. However, Dubois et al. (2019) call for an interdisciplinary approach to the social dissemination of epigenetics to enrich our understanding of fresh issues and concerns not envisaged decades earlier.

The media, to Cacciatorre et al. (2012), are avenues for the pubic to have a perspective on emerging scientific matters. On nanotechnology, they

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categorised themes of media coverage into societal implications, policy, and applications. Societal implications were sub-categorised into risk, benefit, and uncertainty. Policy themes were sub-classified into research, regulation, and economy/business. Also, application themes were sub-grouped into health, environment, and national security. They found out that online users encountered more themes on environment concerning nanotechnology than American hardcopy newspaper readers.

This current study rather shows that the Nigerian newspapers were more given to health, safety and risk, as well as political/economic themes. However, while Cacciatore *et al* study was on an emerging STI, the import of this finding is that media framing of emerging STI or STEM requires a broad range of perspectives/approaches. Powels (2013) stated that "the framing process of emerging technologies will require a range of interdisciplinary methods that are perceptive of cultural values and the context of applications" (p. 88). Torgarsen and Schmidt (2013) added that "to debate, a still, quite abstract technology, participants functionally need a frame that determines which arguments are legitimate and which are relevant. Often, such frames are based on previous debates over other novel technologies" (p. 44). The media also often reflect the frames used in those social discourses, namely: risk, economic benefits, personal usefulness, environmental effects, ethical consideration, etc. as the framing theory of the media suggests.

Implications of Coverage and Framing of STI for National Development

Yet, another research question for which answers are sought in this study relates to the implications of newspaper coverage and framing of (emerging) STI on national development. No doubting fact, Nigeria is in dire need of development. Both public and lay texts are replete with evidence that science, technology and innovation including the emerging ones are crucial to the development needs of Nigeria and Africa. To illustrate this, *The UNESCO Courier* (2012, p.1) citing David Dickson who is the then editor and founding director of Scidev.net, stated that "the biggest single factor determining any country's potentials for achieving sustainable social and economic growth and particularly in the case of developing countries, of attaining … development goals is its ability to access and apply the fruits of modern science and technology in a responsible manner."

To emphasize this point, Ndesaulwa and Kikula (2016) stated that "its role in providing global public goods, science, technology and innovation serve as a crucial driver of rising prosperity and improved national competiveness" (p. 9). Likewise, Wycliffe and Ayuya (2013) see STI as an important "component of social integration, sustainable development, and poverty eradication based on equity, freedom, justice, governance, peace and prosperity" (p. 470).

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There is a problem however. That is: to what extent has Nigeria leveraged on the essential nature of STI to develop its people. Is there sufficient STI research and development in the country? Are the coverage and framing of STI indicating that STI is taken seriously in Nigeria?

Table 5.

Newspaper Coverage/Framing of Emerging STIs and STEM * COVERAGE OF EMERGING STIs AND STEM IN FOUR NIGERIAN NEWSPAPERS Crosstabulation

			COVERAGE OF EMERGING STIs AND STEM IN FOUR NIGERIAN NEWSPAPERS		
			Emerging STIs	STEM	Total
Newspaper Coverage/Framing of Emerging STIs and STEM	Daily Trust	Count	6	252	258
		% of Total	.5%	21.9%	22.4%
	Leadership	Count	0	263	263
		% of Total	.0%	22.8%	22.8%
	Guardian	Count	0	354	354
		% of Total	.0%	30.8%	30.8%
	Punch	Count	0	276	276
		% of Total	.0%	24.0%	24.0%
Total		Count	6	1145	1151
		% of Total	.5%	99.5%	100.0%

The results of this as Table 5 shows indicate that emerging STI, which reflect the latest trend in science, technology and innovation research and development, received near zero coverage in the four newspapers examined. If the media are a reflection and projection of societal realities, then it is indicative of the parlous nature of emerging STI in Nigeria.

Table 6.

Newspaper Coverage/Framing of Emerging STIs and STEM * Newspaper Content/Genre of Coverage of STEM Crosstabulation

			Newspaper Content/Genre of Coverage of STEM						
			Physical/ Chemical Science	Medical/ Health Science	Earth/ Environment al Science	Agricultural Science	Space Science	Engineering/ ICTs	Total
Newspaper Coverage/Framing of Emerging STIs and STEM	Daily Trust	Count	2	256	0	0	0	0	258
		% of Total	.2%	22.4%	.0%	.0%	.0%	.0%	22.5%
	Leadership	Count	0	263	0	0	0	0	263
		% of Total	.0%	23.0%	.0%	.0%	.0%	.0%	23.0%
	Guardian	Count	0	29	101	224	0	0	354
		% of Total	.0%	2.5%	8.8%	19.6%	.0%	.0%	30.9%
	Punch	Count	0	0	0	50	10	210	270
		% of Total	.0%	.0%	.0%	4.4%	.9%	18.3%	23.6%
Total		Count	2	548	101	274	10	210	1145
		% of Total	.2%	47.9%	8.8%	23.9%	.9%	18.3%	100.0%

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Reporting on why Africa must close its science and technology gap, *African Courier* (October, 2021) states:

> Only 0.1% of all patent applications are registered in Africa, compared to 65% in Asia and 25% in North America. Africa is also responsible for only 2% of the world's research output and 1% of research spending. Furthermore, Africa has 11 researchers per million people whilst the best performing countries - South Korea and Denmark - had between 7000 to 8000 scientists and researchers per million people.… the deficit of investment in science and technology and absence of economic and scientific infrastructure has undermined the process of economic transformation both at the structural and sectoral levels.

The statistics are indeed grim but what it means is that if investment in STI in Africa including Nigeria is low, it follows that STI research and developments are at low ebb and that has clearly become apparent in the media coverage of STI as shown in this study.

At the continental level, the African Union in June 2014 developed a 10-year Science, Technology and Innovation Strategy for Africa (STISA – 2024) as part of the African Union agenda 2063 purposed to use STI to enable the realisation of Africa's development goals (Atta-Mensah, 2015). STISA-2024, with two years to go, was envisioned to apply STI to the eradication of hunger and achieve food security, prevention and control of diseases, communication to enhance physical and intellectual mobility, protection of the African space, African integration, and wealth creation.

Africa indeed has a lot of work to do. With 15% of the world's population and 5% of the world's gross domestic product, it needs to be more strategic in research and development spending, investment in infrastructure, career development and funding investments in science innovation and technology for Africa's development (Marsh, 2016). The situation in more recent times, going by a *Harvard Business Review* article by Chakrovosti and Chaturvedi (2019), has not improved especially in sub-Saharan Africa. Juma (2016) believes that Africa's numerous economic and social difficulties present a most cogent excuse for techno-science research in major areas such as agriculture, health, ecological management, and the built environment. He emphasizes that Africa can bypass years of past technologies by utilising for civil purposes the potency of solar photovoltaic, robotics, synthetic biology, 3D printing, drones, satellites, and genomics.

This study has shown in Table 7 below that emerging science, technology and innovation coverage in the four Nigerian newspapers is rare, meaning that there might be no meaningful occurrence of the fields in Nigeria

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to warrant media attention. Yet the literature is surfeit with indices affirming that emerging STIs are necessary to stimulate or induce human, economic and socio-cultural development.

Table 7.

Newspaper Coverage/Framing of Emerging STIs and STEM * Newspaper Content/Genre of Coverage of Emerging STIs Crosstabulation

			Newspaper Content/Genre of Coverage of Emerging STIs			
			Nutrigenomics/ Gastrophysics	Proteotronics/ Neuroparasitology	AI/Robotics	Total
Newspaper Coverage/Framing of Emerging STIs and STEM	Daily Trust	Count	2	2	2	6
		% of Total	33.3%	33.3%	33.3%	100.0%
Total		Count	2	2	2	6
		% of Total	33.3%	33.3%	33.3%	100.0%

Synthetic biology, for instance, if taken seriously in Nigeria can help developments in healthcare as the current disease burden is high. Karoui, Hoyos-Flight and Fletcher (2019) agree that synthetic biology gives medicine the opportunity to create cell lines with the ability to detect a disease and respond therapeutically. It also makes possible cybergenetics that enables the development of experimental tools meant to regulate cellular processes digitally. Also, synthetic biology can help produce responsive and multifunctional materials for enhanced, protective clothing or building materials.

For environmental protection which Nigeria and Africa need urgently because of the degradation of the environment occasioned by oil spills, gas flaring, pollution, etc., Madin, Darling and Hardt (2019) affirm that new technologies with applications in conservation help in probing, mitigating, and solving major environmental problems. Such innovative technologies include drones, high resolution and nano-satellite imagery, 3D mapping and modeling tools, and autonomous underwater vehicles (AUVs).

Also, gastrophysics requires the attention of Nigerian scientists too because of its significance for food security. At the moment, it appears to be in its infancy in Nigeria. Moritsen and Risbo (2013) notes that the field, “exploits in all relevant time - and length-scales recent advances in the physical sciences to advance the scientific study of food, the raw materials, the effects of processing food, and quantitative aspects of the physical basis for food quality, flavour, appreciation and absorption in the human body” (p. 2). What this sort of science can do for Nigeria’s development cannot be overstressed.

Similarly, research and activities in epigenomics has big implications for development related to human health. Dyke et al. (2020) affirm that epigenomics sheds light on the manner in which environmental interactions influence alteration in genetic expression which might in turn make individuals susceptible to diseases such as obesity, cancer, diabetes, asthma, allergies, cardiovascular disease, depression, and autism. These are health challenges which are prevalent in Nigeria which would benefit from epigenomic studies. Epigenomics also examines the effect of environmental factors such as care, stress, toxins, diet on gene expression suggesting that there is a nexus between molecular and social environments (Lappe, 2016; Dubios et al., 2019).

The relevance of artificial intelligence (AI) and robotics for national development is well known and the contribution of the media in this direction can only be salutary. However, as this study has shown, this is an aspect of emerging STI that has received little or no attention in the examined newspapers. It cannot be gainsaid the extent to which AI and robotics can revolutionise development in education, health, environmental management, agriculture, and national security in Nigeria. Sun et al. (2020) agree that in developed countries, newspaper coverage of artificial intelligence cover a wide range of topics including regulation, policy, risk, etc. while the subject is framed as sophisticated, potent, and value-laden. Nigeria needs to pay reasonable attention to AI and robotics research, development and funding. The Nigeria media equally need to follow developments in the sector no matter how modest. To neglect the field is tantamount to discountenancing its portents for national development. Wilkinson, Bultitude and Dawson (undated) have singled out robotics, genetic engineering, and nanotechnology as the three most potent emerging technologies of the 21st Century.

Conclusion

This study has shown that emerging science, technology and innovation, as important as they are to modern development, have not received meaningful attention in the four Nigerian newspapers examined. If four of Nigeria's elite/popular newspapers have not done so if we go by the agenda setting theory or the fact that the media are projective and reflective of society, it means Nigeria's activities including research, funding, scholarship, practice and other developments in emerging STI are dismal.

However, conventional Science, Technology, Engineering and Mathematics (STEM) were accorded attention in the four newspapers but concentration was on biomedicine, agriculture, and information/communication technology (ICT). This is good in a sense for it would augur well for health, food security, and access to information and

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education. However, not paying sufficient attention to other STEM areas is inimical to development.

Also, the study showed the tendency for science, technology and innovation matters to be framed in the context of health, safety and risk; and political economy and a proclivity towards neglecting education/academic frame, environmental and sustainability frames as well as ethical/legal/policy frames. Doing so denies the public the necessary opportunity to apprehend STEM and emerging STI in their full spectrum of perspectives.

Based on these findings, we conclude that given our understanding of the centrality of media coverage and framing to public attitudes, perceptions, opinions and acceptance of emerging knowledge and technologies has improved. The press in Nigeria needs to step up its coverage and framing of emerging science, technology, and innovation to promote national development.

Recommendations

Several recommendations are therefore expedient. The Nigerian press should, having become aware of the paucity of emerging STI content in the newspapers, use its media to advocate more funding of emerging STI research and development. Secondly, since the scarcity of emerging STI matters in the examined newspapers may also stem from lack of interface between scientists/technologists/innovators in universities, research institutes and in the industry, and journalists, journalists should do more to use sundry sources of information on emerging STI.

Thirdly, scientists and other emerging STI stakeholders owe the society a duty to inform relevant heterogeneous publics about developments in emerging STI, particularly on how these impinge on Nigeria's development and the realisation of sustainable development goals related to health, food security, environmental protection, education, national security, etc.

Fourthly, in sourcing STEM and emerging STI information, the press should broaden the scope of news gathering beyond themselves and science authorities to cover the public, communities affected by STEM/STI, and opponents of STEM/STI ideas.

Fifthly, care should be taken to frame STEM/STI emerging STI information by covering the array of viewpoints – economic, political, ethical, legal, risk, environmental, academic, health, etc. so that the public, government, and other media can structure their opinions, attitudes, perceptions, knowledge, and behaviours upon a holistic foundation.

Lastly, the press should ensure that STEM and Emerging STI are neither covered nor framed without exploring and examining all important areas in which science, technology, and innovation impact on Nigeria's national development. Particular emphasis should be placed on human, plant

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and animal health, education, food sufficiency, environmental wellbeing, access to information, and national security.

Future Research

The acquisition of knowledge in any dynamic society is reliant on continuous and future research. In their study of media framing of research-based expertise in Norwegian print media coverage, Berker and Muller (2022) observed caution in the dissemination of research findings and open engagement in public controversies. This study identifies the need for future research in emerging science, technology and innovation in Nigeria to encourage public conversation through media coverage given the fact that STIs are basically controversial.

Similarly, Nguyen and Hekman (2022) in their critical exploration of how media discourses make sense of automation observed that whereas public perception, datification, and automation research continues to grow, a few studies probe news framing practices. They note that news reporting was an important factor in building critical data literacy among the lay public. In Nigeria where Artificial Intelligence is emerging, coverage and framing of the field in future is necessary to underscore the impact of journalists and experts on media discourses. Indeed, Gurr and Metag (2023) agree that emerging technologies drive innovation and potentially transforms the lives of people.

Media coverage and framing therefore give sundry stakeholders a voice in public discussions related to development. Nigerian media and communication researchers therefore need to give attention to how scientists, technologists, innovators and communicators contribute to development through emerging STI and STEM. This position aligns with Mercado-Saez, Sanchez-Castillo, and Pou-Amerigo's (2022) conclusion that sources play key roles as framing devices in journalistic texts. In this study therefore, we call for more interest among communication and media scholars and researchers in emerging STI and STEM, especially in synthetic biology, artificial intelligence, nano-science and nano-technology, because their impacts on national development are potentially huge.

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