

To whom it may concern:

The citations in the following paragraphs have been corrected and enhanced with quotation marks in order to properly acknowledge Dr. Wolf's work.

“At the same time, such activity was an offshoot of Kenya’s commercial dominance in East Africa, where market research of various types, drawing on techniques and expertise from many of the multinational corporations represented there, had become established practice. In this less constrained atmosphere, several companies came to prominence: Strategic Public Relations (now Strategic Africa), InfotrakHarris, Consumer Insight, and, especially, the Steadman Group (now Ipsos - Synovate). The trajectory of the polling industry in Kenya is thus itself a quite precise ‘barometer’ of the prevailing governance environment” (Wolf, 2009, p. 281).

Although there has been no much research or study on public opinion polls in Kenya; Wolf (2009) affirms that...*“a poll showing one leader less popular than another, or not appearing at all, or who had lost even a few percentage points over a given period of time was seen, nevertheless, as highly damaging. It was assumed that such results could create a ‘bandwagon’ effect by depressing further the votes for any candidate whose bid appeared unviable, or who was even just losing ground. Further, a local columnist argues that: It is absolutely unscientific and undemocratic to seek to pinpoint ‘majority opinion’ by throwing a few leading questions at individuals, chosen at random, who are likely to be totally ignorant of the social implications of the questions facing them. In any case, what exactly is the social value of knowing in advance which candidate a correspondent will vote for? Indeed, isn’t it dangerous? In a society where real issues matter so little, figures such as Steadman tosses around can powerfully sway the mass as to whom to vote for (SN, 8 April 2008)” (Wolf, 2009, p.281)*

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