



Short-term consultant

To contribute to a research on content moderation on social media
and mapping of stakeholders in Kenya

Terms of Reference

Responsible to: ARTICLE 19 Head of Media Freedom

Key relationship: ARTICLE 19 MED Programme Officer, ARTICLE 19 EAF Digital Programme Officer

Location: Kenya; remote

Duration: 6 months, starting in June 2021

1. Introduction

ARTICLE 19 is a global organization promoting and defending freedom of expression and information. The realization of our vision and mission is underpinned not only by freedom of expression and information, but through other rights including belief, privacy, participation, assembly and association and more. With offices in London, Bangladesh, Brazil, Kenya, Mexico, Senegal, and Tunisia, and in collaboration with partners across the world, we strengthen national and capacities, and build or reform institutions and policies.

In the context of UNESCO's Social Media 4 Peace project (<https://en.unesco.org/social-media-4-peace>), ARTICLE 19 is conducting **scoping research in Kenya** and will produce a report that draws a clear and detailed picture of:

- a. The state of the social media landscape (number of users, main platforms present in country, local representation of platforms, etc); the main current issues related to content moderation (hate speech, disinformation, etc); the analysis will also look at existing initiatives and policies implemented by social media platforms in relation to content moderation and harmful content, such as community guidelines and terms of service, structure and practices of content moderation, etc.;
- b. The map of stakeholders and their capacity, interests, relations, strengths and weaknesses;
- c. The risks for safety of individuals and other risks associated to the proposed course of action of the project.

2. Scope of work

The consultant will:

1. In collaboration with ARTICLE 19 staff, elaborate an analysis of the current state of social media in Kenya, including such data as Internet penetration, number of users of social media platforms, main platforms present in country, and local representation of platforms or relevant points of contact within social media companies;
2. In collaboration with ARTICLE 19 staff, and notably following the guidelines provided by ARTICLE 19, elaborate an analysis of current content moderation issues (disinformation, hate speech, etc.) in the country and identify relevant case-studies of content moderation issues;
3. In collaboration with ARTICLE 19 staff, complete a detailed mapping of stakeholders in Kenya, including all actors concerned by, and working on, content moderation issues on social media, including the existence of current and past initiatives in that area and the lessons that can be learnt from such experiences;

The mapping exercise will inform the selection of partners for the development of coalitions in future stages of the work. As such, the mapping exercise will include an assessment of Kenyan stakeholders' capacity to engage into coalitions, advocacy and other activities in relation to content moderation, including their capacity to assume leadership and ownership of any such initiative, alone or in cooperation with others. In addition, the analysis will cover the needs of stakeholders towards increasing their capacity to engage into coalitions, advocacy and other activities.

The mapping exercise will look at the stakeholders' capacity and potential for joining efforts with other civil society actors and support movements in Kenya and the region, including the risks and opportunities that might be attached to such cooperation. The analysis will look at the level of influence of each category of stakeholders (e.g., ministries/legislators/ regulators Cat1, tech companies Cat 2, CSOs, universities Cat 3).

The mapping exercise will also include an analysis of the regional and international context and the links between Kenyan stakeholders and regional and international current or potential partners and other regional and international actors as well as with broader national civil society/civic space advocacy efforts/internet governance fora/global freedom of expression and digital rights initiatives;

4. Conduct interviews with identified stakeholders in Kenya to inform the analysis of the social media landscape, the mapping of stakeholders, the case studies, the safety analysis, and the recommendations on a workplan for the facilitation of local coalitions on freedom of expression and content moderation; present an interim report in English on the interviews for discussion with ARTICLE 19;
5. Translate ARTICLE 19's survey on content takedown cases in Swahili, as relevant for the research;
6. In collaboration with ARTICLE 19 staff, draft recommendations for a work plan for the facilitation of local coalition on freedom of expression and content moderation in Kenya;

7. Liaise with ARTICLE 19 on a regular basis and report on progress, including on questions of methodology or any issue relevant to the work, to ensure a timely delivery of the work, including the timely delivery of methodology, draft reports and draft documents as reasonably required by ARTICLE 19;
8. As permitted by the evolution of the Covid-19 pandemic, be able to implement the research activities and interviews remotely and/or in country;
9. Ensure the timely delivery of programme deliverables, as reasonably detailed by of ARTICLE 19;

The consultant will work under the authority of Head of Media Freedom at ARTICLE 19 and other ARTICLE 19 staff, as required for the completion of the tasks.

The consultant should be able to start the work in June 2021.

3. Profile

The consultant should demonstrate:

- Strong knowledge of international human rights law, especially in relation to the right to freedom of expression and the right to information;
- Robust experience and successful track record of conducting field-assessment and interviews with digital rights groups, civil society organizations working with groups impacted by content moderation, and other stakeholders;
- Extensive experience and successful track record of completing desk and field research, and authoring highly professional reports, including practical recommendations;
- Experience in design and facilitating of coalitions and strategic advocacy efforts supporting actions of local, regional and international actors working to strengthen freedom of expression;
- Experience in conducting safety and risks analysis for freedom of expression projects;
- Preexisting knowledge and familiarity with the Kenyan context, including the stakeholders in relation to content moderation on social media in the country, and effective capacity to work effectively with Kenyan stakeholders and civil society organizations;
- Knowledge and capacity to identify, prioritize and map key stakeholders involved in working on content moderation issues, and explore their level of influence and power and the role they are playing in developing work in this area;
- Suitable qualification such as Master's Degree in international law, international politics, media or related topics;
- Effective communication skills, including the capacity to work independently as well as in cooperation with ARTICLE 19 staff and partners;
- Fluency in Swahili, including the capacity to communicate effectively with local actors;
- Fluency in written and spoken English, including the capacity to deliver finalized, edited reports of high professional quality.

Interested candidates should send their application to Pierre François DOCQUIR, Head of Media Freedom at ARTICLE 19, at pierre@article19.org, copying in Roberta TAVERI, Media Freedom programme officer, ARTICLE 19, at roberta@article19.org

The application should include a curriculum vitae, a proposal on how the consultant will deliver the work described in the ToR, and an assessment of the fees and costs of the consultant.

Please consider applying as soon as possible as the work should start in June 2021. The position will be filled on a rolling basis.