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Abstract:

Digital communication, especially social media interaction, has emerged as a key domain for civic debates specifically in urban areas of Tanzania. However, how policy-makers perceive these as opportunities for societal development is rarely assessed in research. This study will fill this gap through semi-structured interviews with policy-makers in Dar es Salaam and focus on assessing their perception of the role of social media in digital policy-making in society. Based on the study results, we suggest a new strategic approach for policy collaboration across African regions for building sustained policy capacity and to enable resilient public spheres as a core component of societal development in digital Africa.

Keyword(s): Social Media, Policy Making, Digital Communication, Dar Es Salaam, Policy Makers, Public Spheres, Policy Capacity, Societal Development, Media Interaction.