

Role of social media in influencing migration decisions of potential labour migrants and the aspiration of displaced populations: Perspectives from Kenya
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Abstract

Potential migrants and displaced persons resident in host countries often have aspiration to migrate to destination countries where they believe will meet their immediate needs. Social media has played a role in informing these potential migrants about opportunities, lifestyles in destination countries but also potential risks they face in their migration journey. The increased use of social media and technology in migration decision-making and throughout the migration journey has the power to determine whether an individual migrates or not and identify the pathway they use. My presentation will share some insights from the DYNAMIG study in Kenya which is a three-year Horizon 2020 funded project focused on understanding how migration decisions influence migration policy processes. I will highlight how our results can impact policy discussions with regards to ethical recruitment practices considering potential migrants.

Biography

Linda Adhiambo Oucho is a leading voice in the field of migration, driving impactful research at the African Migration and Development Policy Centre (AMADPOC) in Nairobi, Kenya. She is also a part time Professor at the Migration Policy Centre (MPC) based at the European University Institute (EUI), in Florence, Italy. As an established migration expert, she explores the intricate relationships between migration and development sub-Saharan Africa and beyond with a focus on influencing policy processes. With a PhD in Ethnic Relations from the University of Warwick, where she focused on the international migration of African women, Prof. Oucho research work has expanded to delving into various migration patterns in Africa. Her work addresses critical issues like poverty, climate change, and youth employment, highlighting the complex dynamics that shape migration in the region. Her expertise has led her to collaborate with prestigious international agencies, including IOM, ICMPD, AUC, GIZ, IDRC, and FES, where she has provided invaluable insights on migration governance and policies on Africa. Prof. Oucho continues to be at the forefront of discussions with African governments, the AUC and RECs playing a pivotal role in integrating key migration issues.