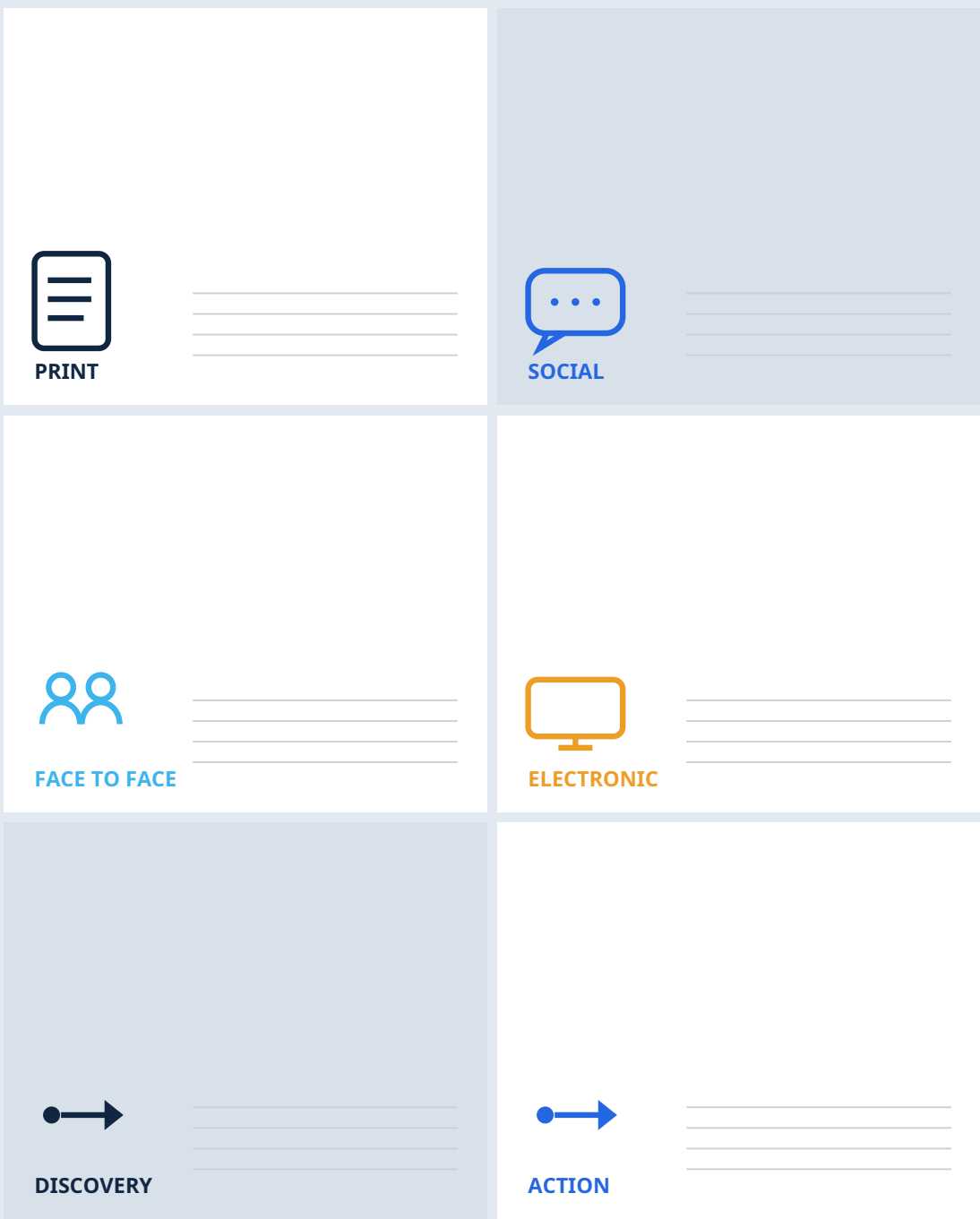


From Channels to Information Journeys

Reframing institutional communication
in a multi-campus higher education institution in Kenya



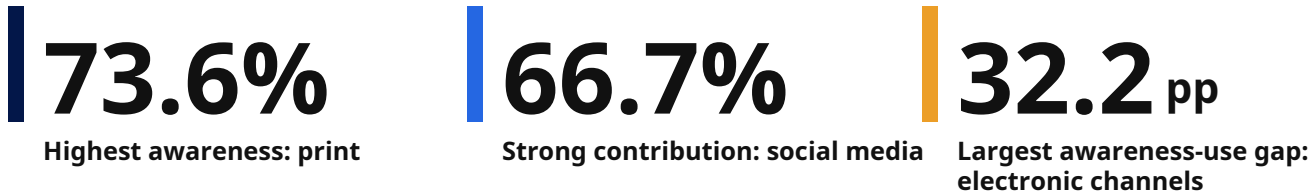
Communication does not happen in channels. It happens in journeys.

The same institution can look very different depending on whether you measure awareness, routine use, or perceived contribution to information needs.

HEADLINE FINDING

There is no single "best" communication channel in the audit.

Print led on awareness. Print and social media tied on reported frequent use. Social media led on strong perceived contribution, while face-to-face remained highly useful.



WHAT THIS CHANGES

Communication planning should start with the information task: where people discover a message, how they interpret and verify it, what decision they make, what action follows, and whether the task is resolved.

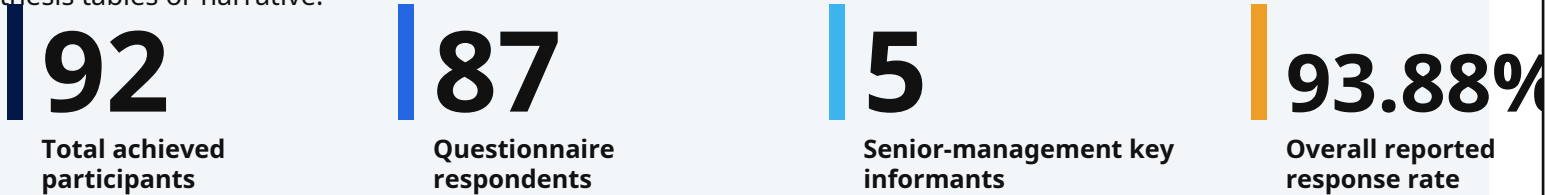


Study at a glance

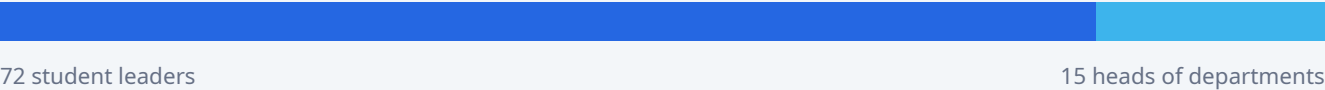
A secondary aggregate analysis and conceptual-development study based on a completed communication audit.

METHODOLOGY

The source study used questionnaires and key-informant interviews at a geographically distributed public health-training institution in Kenya. The visual report uses only values traceable to the archived thesis tables or narrative.



Questionnaire composition



Analytical safeguards

- Counts and denominators**
Percentages were recomputed from archived counts using n=87 for the analysed questionnaire items.
- No inferential tests**
The sample targeted representative, information-rich roles; respondent-level data were unavailable.
- Source anomaly preserved**
The electronic-channel contribution row totals n=90 and was excluded rather than normalised.



Three questions shaped the reanalysis

The study moves from descriptive channel rankings toward a process view of how institutional information is encountered and used.

01

What patterns emerge when awareness, reported frequent use, and contribution to information needs are compared using archived item-level denominators?

02

What communication frictions help explain why channel availability alone may not produce effective information flow?

03

How can the aggregate findings, interpreted against information-process and information-journey scholarship, inform a testable Institutional Information Journey?



The "winner" changes when the metric changes

Channel performance is multidimensional. Awareness, reported use, and perceived contribution should not be collapsed into one score.

CHANNEL	AWARENESS	REPORTED FREQUENT USE	STRONG CONTRIBUTION
Print	73.6%	48.3%	44.8%
Social media	69.0%	48.3%	66.7%
Electronic	51.7%	19.5%	Excluded*
Face-to-face	48.3%	24.1%	62.1%

TAKEAWAY

Rankings answer different questions.

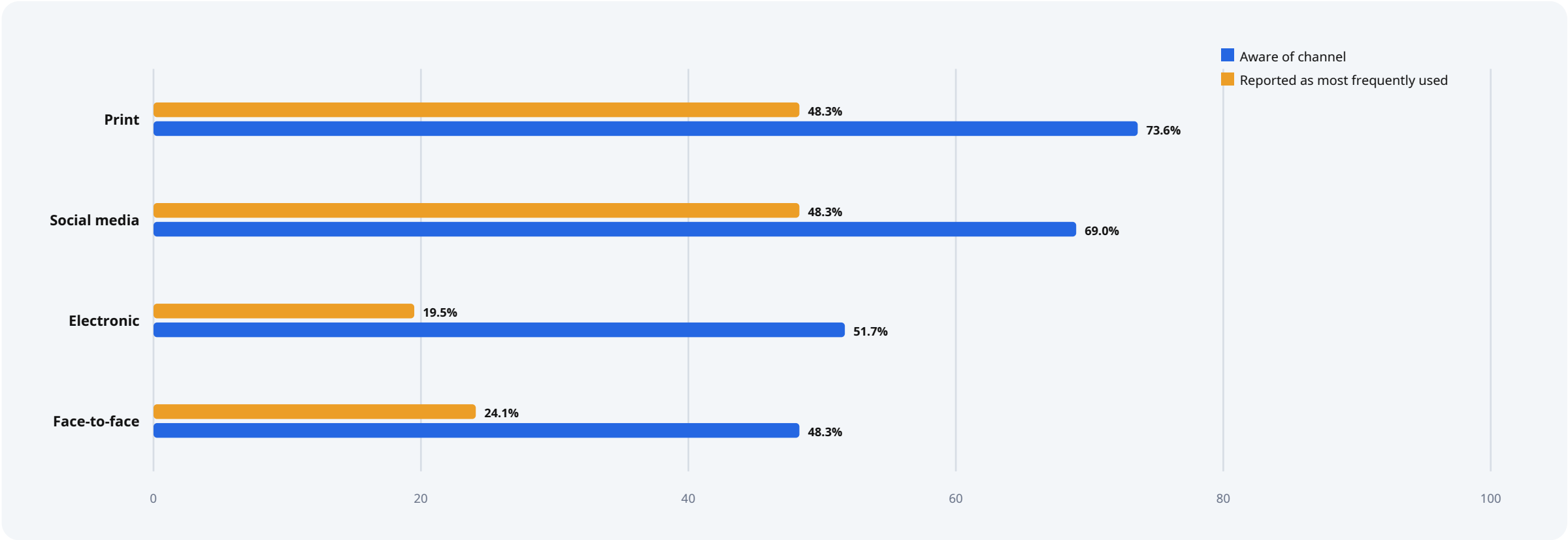
Print is easiest to recognise. Social media and print are most often used. Social media and face-to-face are strongest on perceived contribution.

*The electronic-channel contribution row is excluded because the archived source table reports n=90, exceeding the achieved questionnaire sample n=87.



Awareness is not the same as routine use

Print and social media are widely recognised, yet reported frequent use is lower for every channel.



Questionnaire respondents n=87. Percentages were recomputed from archived counts: awareness - print 64/87, social 60/87, electronic 45/87, face-to-face 42/87; frequent use - print 42/87, social 42/87, electronic 17/87, face-to-face 21/87.



Electronic channels show the largest awareness-use gap

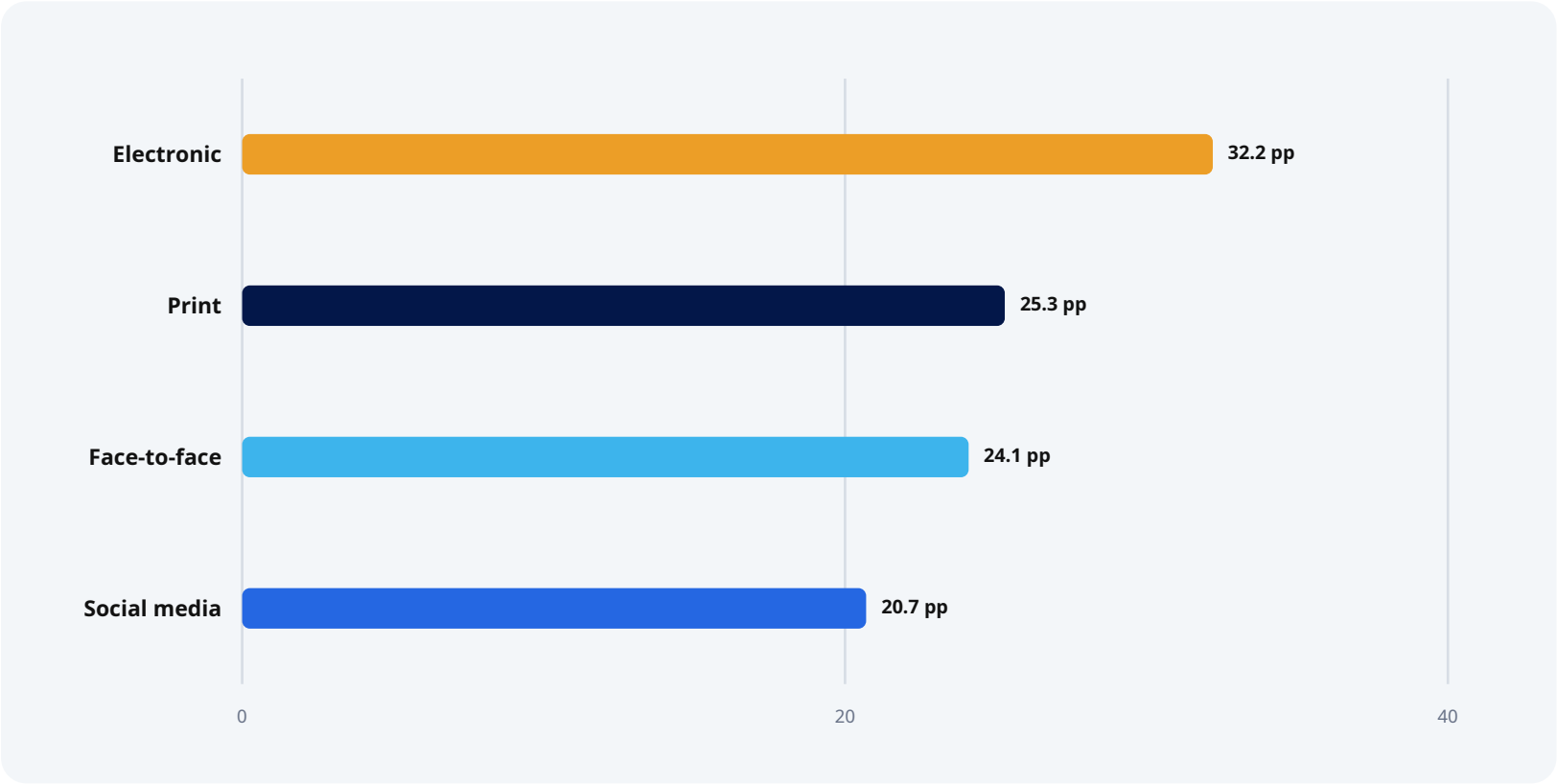
Recognition of a channel does not guarantee routine application. The largest aggregate difference was 32.2 percentage points.

32.2 pp

Electronic channels

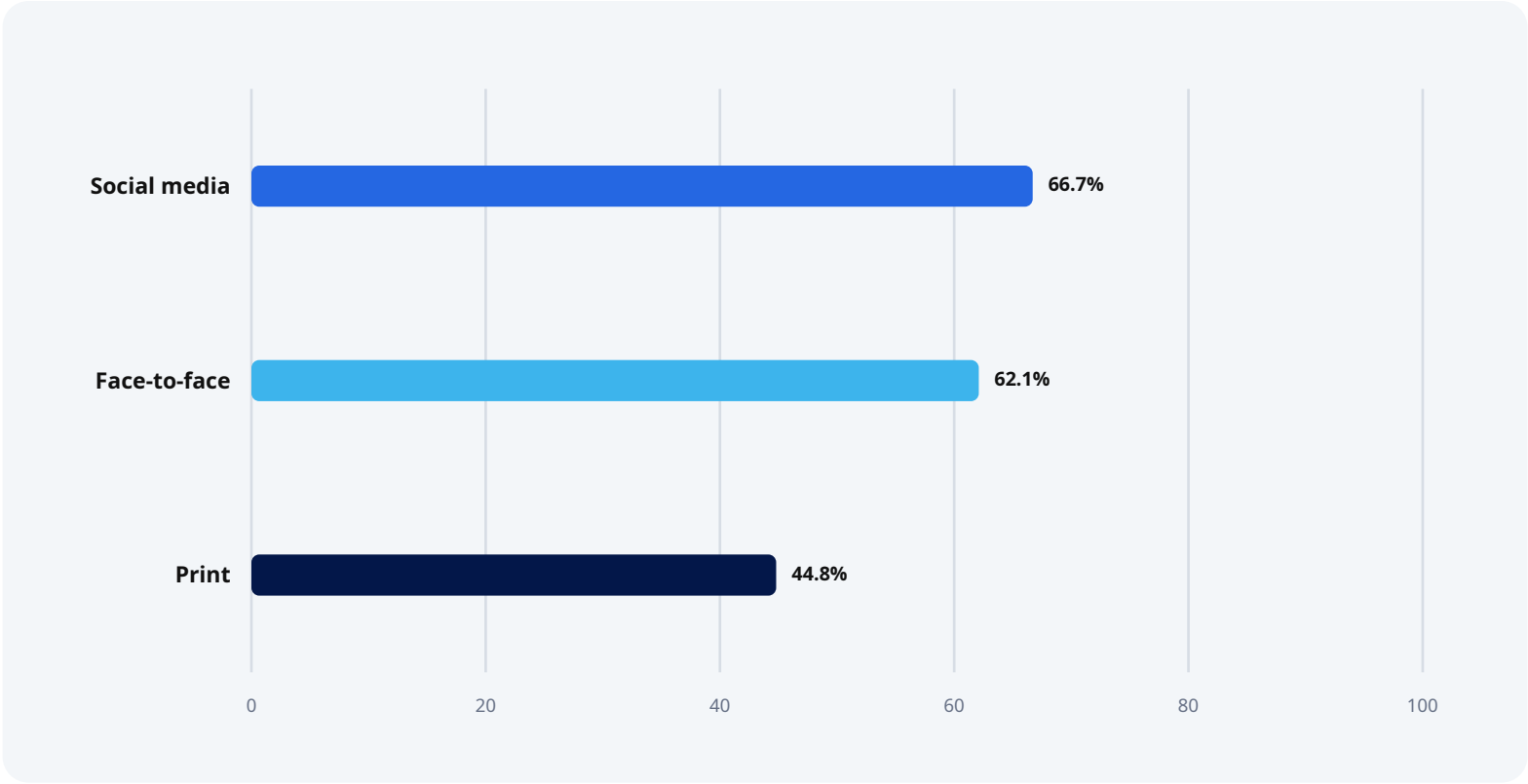
Largest aggregate awareness minus reported frequent-use difference.

Important: this is a comparison of two aggregate items. It does not track within-person movement between channels.



Social and face-to-face communication contribute most strongly to information needs

Among internally consistent rows, 66.7% rated social media and 62.1% rated face-to-face communication as contributing to a great or very great extent.



INTERPRETATION

Frequency alone misses usefulness.

Face-to-face communication had lower awareness than print and social media, yet a high strong-contribution rating. A lower-frequency channel can still be strategically valuable for explanation, credibility or task completion.

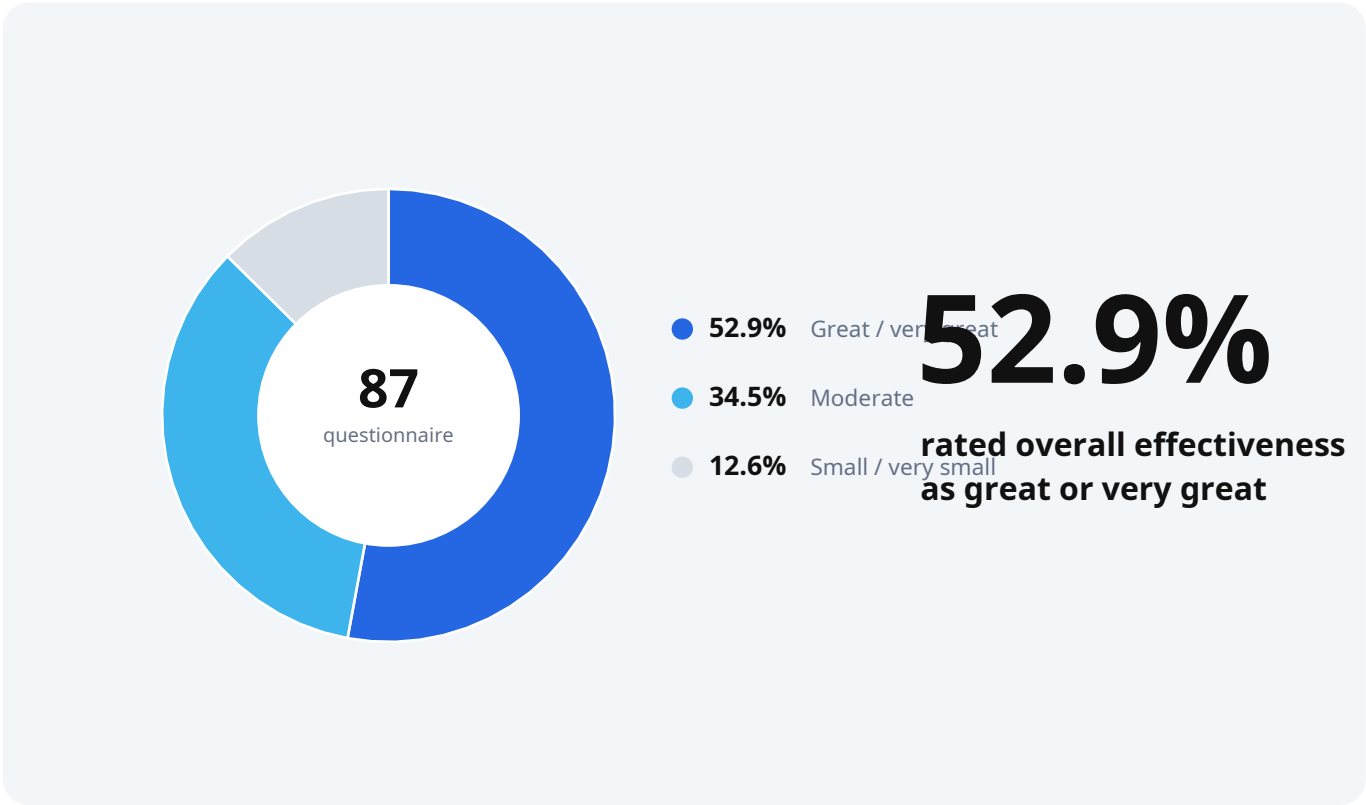
Electronic contribution is not shown because the archived row totals n=90, above the achieved n=87.

Strong contribution combines the source categories Great Extent and Very Great Extent: social media 58/87, face-to-face 54/87, print 39/87.



Just over half rated the combined communication media strongly effective

A separate overall item asked respondents about general communication-media effectiveness rather than a specific channel.



WHY IT MATTERS

A single overall score hides channel roles.

The combined-media rating is useful as a broad temperature check, yet it cannot show whether a message was discovered quickly, understood correctly, verified through an authoritative source, or acted on in time.



The biggest communication problems sit between the channels

Rankings do not show the delays, feedback gaps and technical barriers that shape whether information actually works.

 Delayed responses

Email and non-digital delays threatened turnaround time and clear information flow.

 Inadequate feedback

Respondents called for regular feedback mechanisms and more responsive communication.

 Underused electronic channels

Phone, text, website and student portal were described as comparatively underused.

 Information overload

Too much information can make important messages harder to identify and use.

 Technical barriers

Access and technical constraints can interrupt the path from message to action.

 Information dissipation

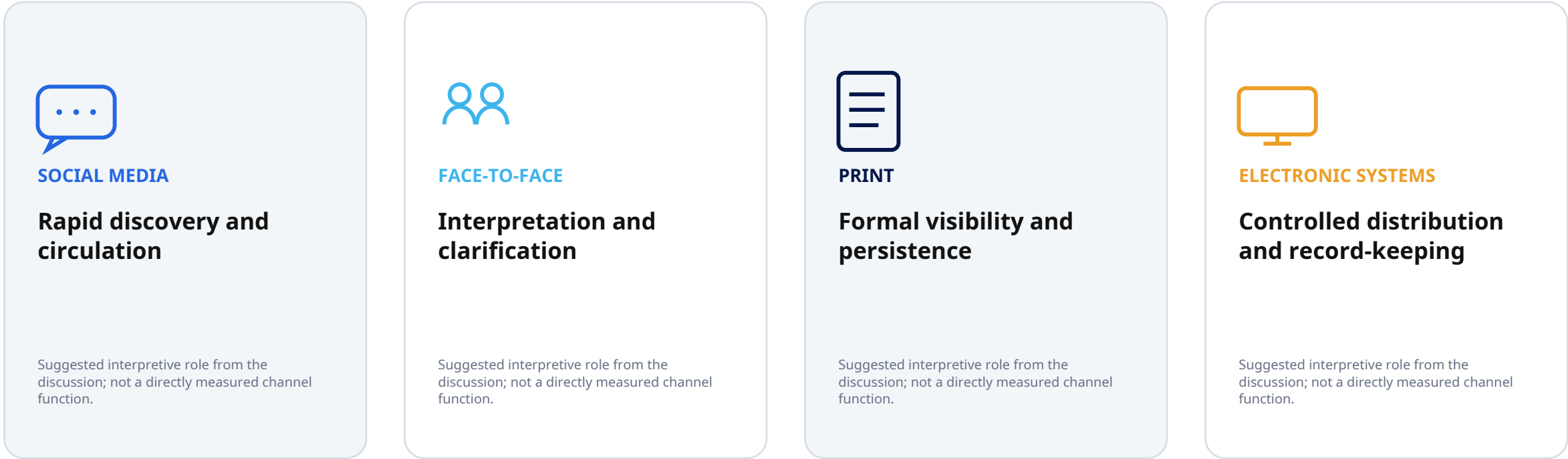
Messages can lose clarity as they circulate through multiple sources and people.

Multiple available channels do not automatically create timely, responsive or verifiable communication.



Channels can be complementary rather than substitutes

The findings are more consistent with a media-repertoire view: different sources can perform different functions within the same information episode.

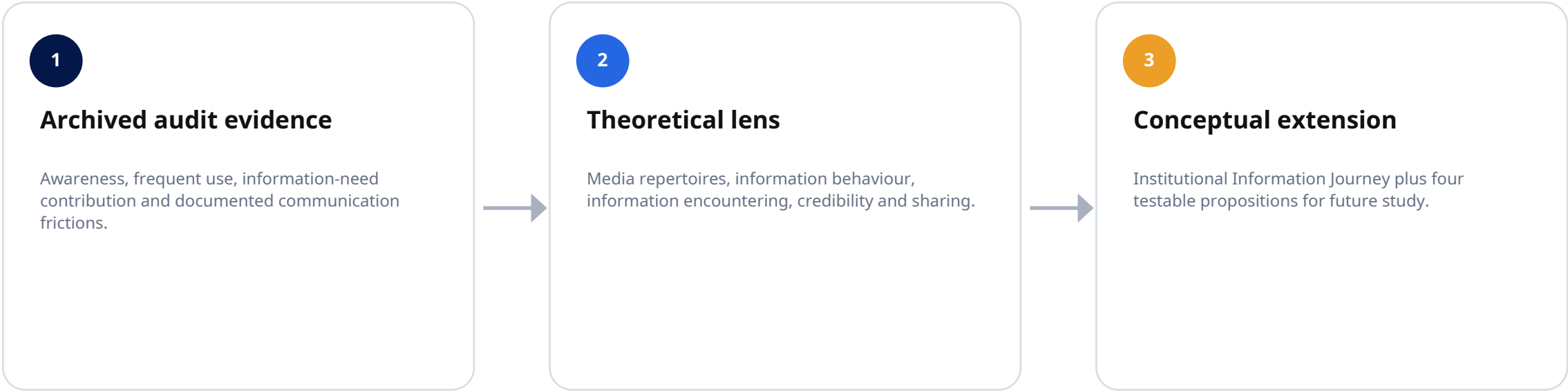


Design question: What job should each source perform as the message moves toward resolution?



The framework is built in three steps

The report keeps archived evidence, theoretical interpretation and conceptual extension analytically separate.

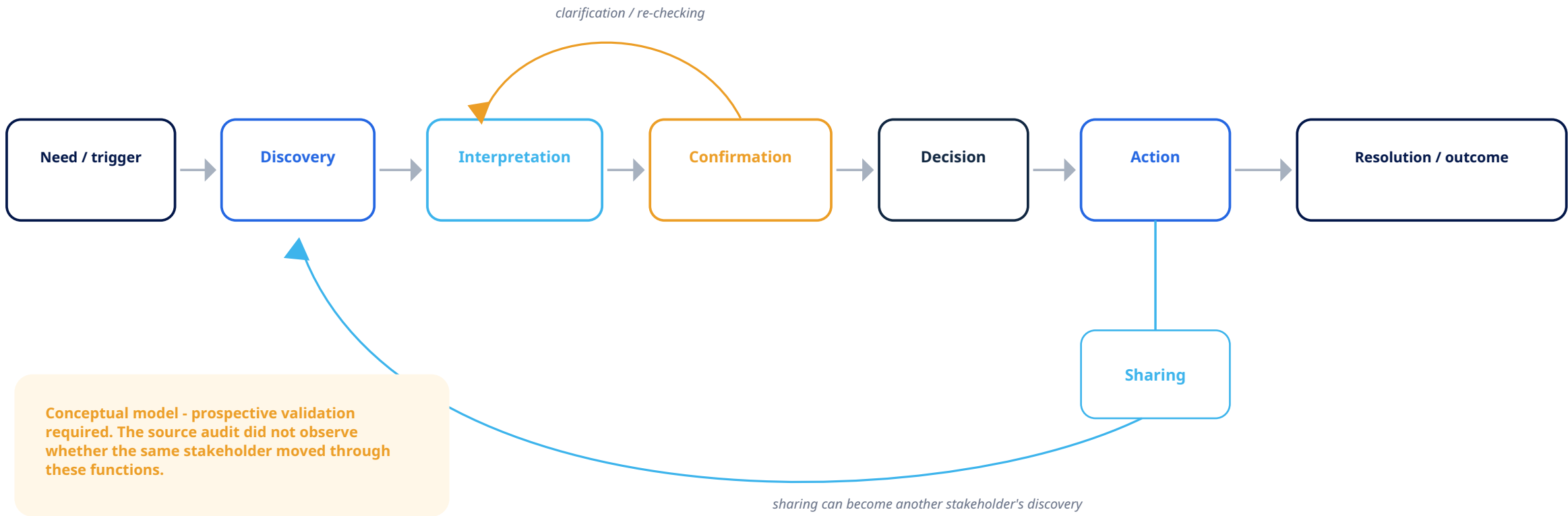


Key integrity rule: the journey model is a conceptual extension. The original audit did not observe event-level sequences.



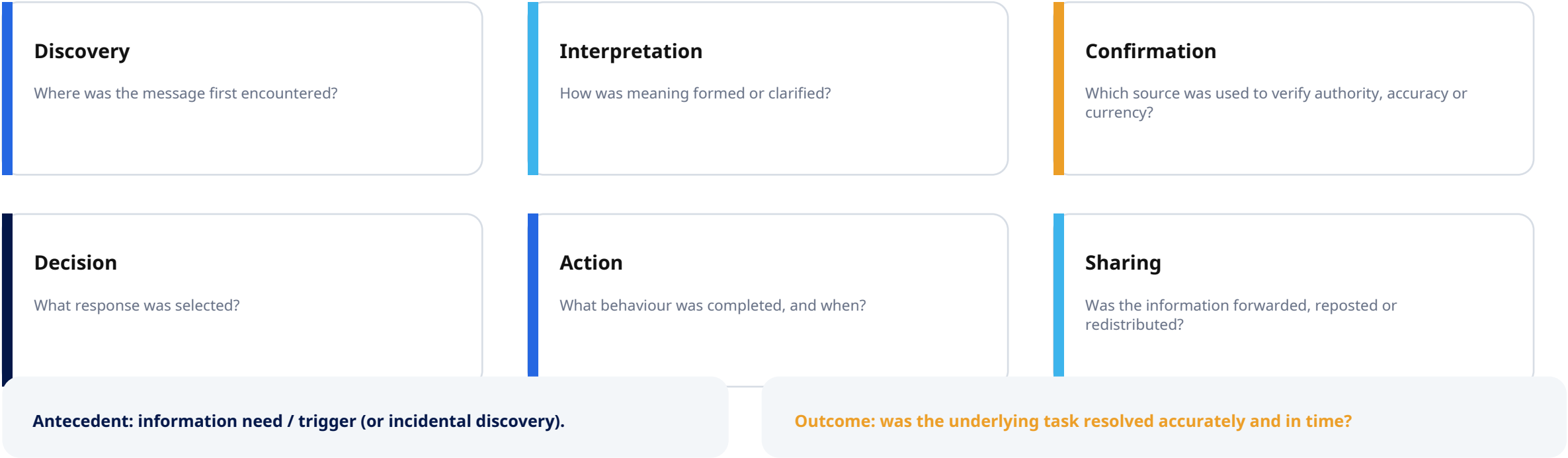
The proposed Institutional Information Journey

An information need or trigger sits before six functions. Resolution is the outcome. The middle functions can be shortened, repeated or reordered.



Six functions make the journey observable

The model is functional rather than strictly linear. Each function can be translated into a future measurement question.



Four propositions make the framework testable

The next step is event-level data that can test whether the proposed relationships actually occur in institutional communication.

P1 Performance is multidimensional

Awareness, reported use and perceived contribution need not produce the same channel ordering.

P2 Different channels can complement one another

Lower routine use does not necessarily imply lower strategic value.

P3 Discovery and confirmation may happen in different places

The first source encountered may differ from the authoritative source relied on before action.

P4 Sharing is recursive

Redistribution by one stakeholder can become discovery for another.



Plan around information tasks, not platform lists

For high-stakes institutional communication, teams can define the journey before choosing the channel mix.



● 1. Define the task

Start with the information problem: examination change, fee deadline, registration requirement, placement instruction or student-service need.

● 3. Design handoffs

Make it easy for a stakeholder to move from a fast or informal source to the official source needed for confirmation and action.

● 2. Assign channel roles

Specify which source should create rapid discovery, which should explain, and which should serve as the authoritative record.

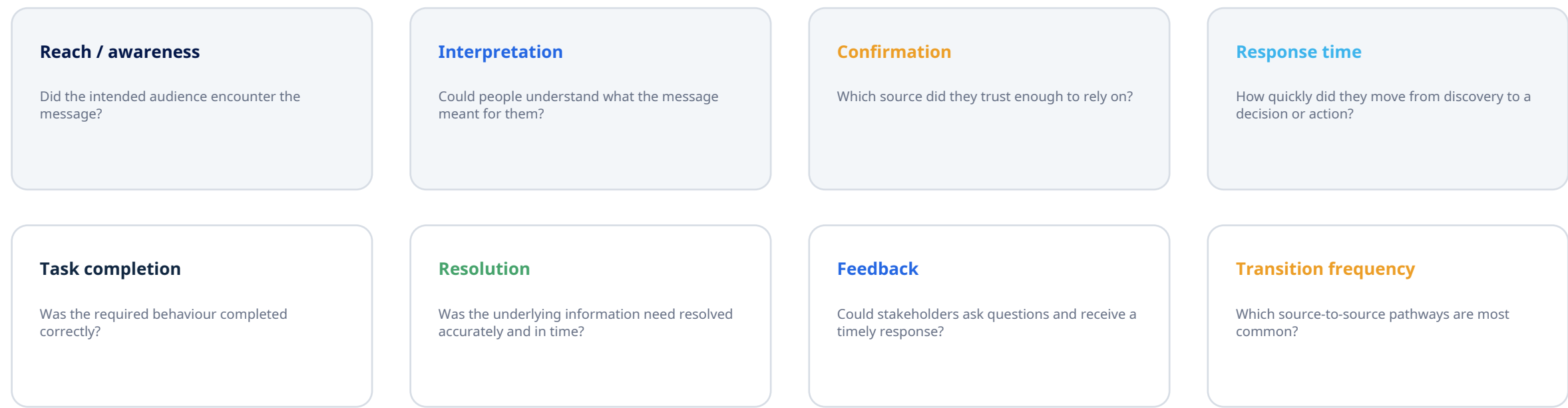
● 4. Measure resolution

Track response time, confirmation, task completion and feedback alongside reach and awareness.



Measure the journey from reach to resolution

Traditional channel metrics remain useful. The framework adds process and outcome measures that show whether information actually worked.



What this study can - and cannot - claim

The findings support a useful conceptual shift, but they do not establish a national benchmark or an observed journey sequence.

WHAT THE EVIDENCE SUPPORTS

- Awareness, reported use and perceived contribution produce different descriptive channel patterns.
- Communication frictions extend beyond platform availability.
- A cross-channel, function-based framework is plausible and testable.
- The proposed journey offers observable functions for future research.

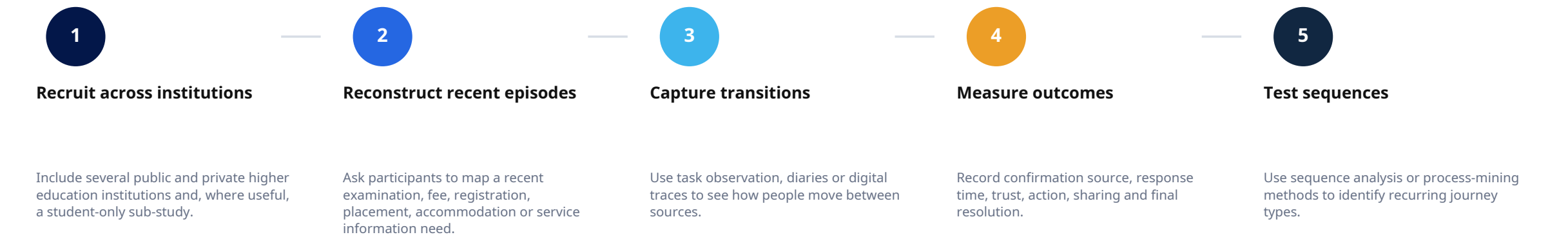
WHAT IT DOES NOT ESTABLISH

- A national estimate of Kenyan higher education communication.
- Within-person movement from one channel to another.
- That the proposed six functions occurred in a fixed order in the original audit.
- Inferential relationships between channel use and successful outcomes.



The next study should follow real information episodes

Prospective validation can test whether recurring journeys exist and whether some pathways resolve tasks faster or more accurately.

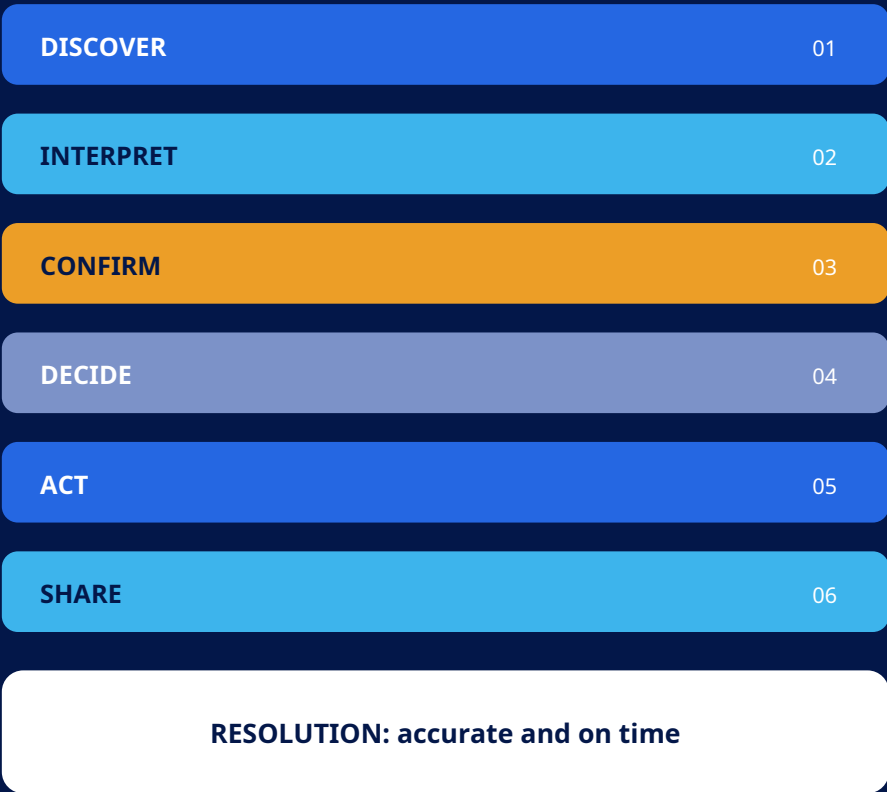


Validation target: identify whether particular pathways are associated with faster, more accurate resolution.



CONCLUSION

Stop asking,
"Which channel works best?"
Ask how information moves
until the task is resolved.



The Institutional Information Journey is a higher-education communication extension of established information-process and information-journey scholarship.



Research integrity and declarations

The visual report preserves the manuscript's methodological cautions and data-quality disclosures.

Ethics approval

The source study received Daystar University Institutional Scientific and Ethics Review Committee approval (DU-ISERC-000932) and a National Commission for Science, Technology and Innovation research licence (NACOSTI/P/23/28956). This secondary article generated no new human-participant data.

Data availability

The article analyses aggregate results reported in the publicly archived master's thesis. Respondent-level data were not used. Derived values can be reproduced from archived item counts described in the Methods and Results.

Funding

No external funding is reported for this secondary analysis.

Competing interests and positionality

The author conducted the source communication audit and developed the later information-journey interpretation. The manuscript distinguishes source findings from secondary calculations and conceptual propositions to improve transparency.



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