Contribution of New Media in the Reconciliation of Post-Genocide Rwanda: A Case Study of Selected Non-Governmental Organizations

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ABSTRACT

The 1994 Rwandan Tutsi genocide profoundly impacted social cohesion, highlighting the need for sustained reconciliation. Guided by Social Identity Theory, this study examines how non-governmental organizations (NGOs) leverage new media to promote reconciliation in post-genocide Rwanda. Using a mixed-methods approach, the research identifies the primary media platforms NGOs employ for reconciliatory messaging and assesses their influence on community perceptions. Data were gathered through a structured questionnaire of 395 respondents, aged 35 and above, from both urban and rural areas, who rated reconciliatory messages on a five-point Likert scale. Quantitative data were analyzed using descriptive statistics and correlation analysis, while semi-structured interviews with NGO program managers and youth leaders provided qualitative insights, analyzed thematically. The findings reveal a notable positive correlation ($r = 0.596$, $p < 0.01$) between interaction on new media platforms, especially Facebook and Twitter, and reconciliation outcomes. Approximately 88.6% of respondents reported that these platforms positively contributed to dialogue and mutual understanding. By combining quantitative and qualitative data, the study presents a well-rounded view of how NGOs apply digital tools to connect generations and promote social unity. The study concludes that strategic use of new media by NGOs can significantly support reconciliation in Rwanda. Recommendations include further investment in digital literacy programs to broaden access and specific assistance for NGOs to enhance their digital strategies. This research offers practical insights for NGOs and policymakers aiming to use digital platforms for fostering peace, unity, and social rebuilding in post-conflict settings. Ethical practices, including informed consent and confidentiality, were strictly observed throughout the study.

Keywords: *Digital Peacebuilding, New Media, Post-Tutsi Genocide Rwanda, Reconciliation, NGOs*

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I. INTRODUCTION

The 1994 Rwandan genocide, resulting in more or less one million deaths within 100 days, left profound societal divisions that continue to influence modern Rwanda, as indicated by Robert (2021). This devastating event, which Byanafashe and Rutayisire (2016) attribute to colonial era ethnic categorization implemented by Belgian authorities in 1933-34, established a lasting rifts between Hutu and Tutsi communities that require ongoing reconciliation efforts In the response to the aftermath of the genocide, Rwanda faced the monumental task of rebuilding social cohesion and fostering national unity. As Ezechiel (2022) notes, the government implemented various reconciliation initiatives, including the Gacaca court system in 2002, which integrated traditional justice mechanisms with community-based reconciliation approaches

Additionally, NGOs have supported government efforts by creating programs that address the psychological and social needs of genocide survivors, promoting sustainable peace. Groups like Never Again Rwanda and Interpeace provide platforms for dialogue between survivors, former perpetrators, and the younger generation, fostering understanding and resilience (Byanafashe & Rutayisire, 2016)They also offer trauma counseling and community projects focused on rebuilding trust among divided groups. These initiatives have made NGOs essential to Rwanda's peace-building efforts, nurturing empathy, unity, and healing (Tobie & Masabo, 2012)

In Rwanda, new media serves as a valuable tool for reconciliation and peacebuilding, adding to the efforts of traditional platforms like Radio Rwanda and TVR, which played a key role in the initial post-genocide era (Alexis, 2003). (Ezechiel, 2022) observes that digital platforms provide more interactive and widespread outreach, particularly engaging younger Rwandans, such as Generation Z, who are highly active online. With a 14% social media usage rate (Gratien, 2020) this expanding digital space offers a unique chance to bridge generational divides, fostering dialogue and initiatives that connect those from both pre- and post-genocide periods, and supporting national unity.

1.1 Statement of the Problem

Twenty-nine years after the genocide, Rwanda faces the ongoing challenge of reconciling two distinct generations: the survivors of the 1994 genocide and Generation Z, who were born after the conflict. (Richard, 2017) points out that these groups are separated not only by lived experiences but also by linguistic differences, with the pre-genocide generation primarily French-speaking and the post-genocide generation English-speaking. While government initiatives like the Gacaca court system and traditional media channels have supported reconciliation efforts (Ezechiel, 2022) new media has introduced both opportunities and challenges to these initiatives. Although platforms like TVR and Radio Rwanda were established to facilitate national dialogue and reconciliation (Alexis, 2003). Msughter et al., (2024) emphasize a crucial gap in understanding how new media can bridge generational divides and foster sustainable peace-building. This gap suggests a need for further research into the role of digital platforms in engaging both generations and supporting Rwanda's reconciliation goals

1.2 Research Objectives

i.   To examine the specific new media platforms utilized by NGOs in disseminating reconciliatory messages
ii.   To assess the impact of NGO-led reconciliation initiatives through new media channels
iii. To analyze the relationship between new media platform use and reconciliation outcomes

1.3 Research Questions

i.   How do NGOs leverage new media platforms to foster reconciliation efforts in post-genocide Rwanda?
ii.   What is the measurable impact of reconciliatory messages delivered through new media platforms?
iii. What is the relationship between new media platform engagement and reconciliation indicators?

II. LITERATURE REVIEW

This research contribute to the expanding literature on digital peace-building, offering practical insights for NGOs and policymakers involved in post-conflict reconciliation. As Kahl and Larrauri (2013) suggest, these findings are especially valuable for understanding how technology can bridge generational divides in post-conflict societies

2.1 Theoretical Review
2.1.1 Connectivity and Collectivity Theory

Pavan and Felicetti, (2019) describe Connectivity and Collectivity Theory as highlighting the role of digital platforms in supporting collective reconciliation. This theory suggests that social media facilitates sharing, dialogue, and the exchange of personal experiences, which are especially useful in post-conflict environments. Additionally, it points out that these platforms can elevate the voices of marginalized groups, allowing them to participate more fully in reconciliation efforts

2.1.2 Social Identity Theory

According to (Strindberg, 2020) Social Identity Theory examines how a collective national identity can reduce ethnic divides in post-conflict settings, such as post-genocide Rwanda. The theory suggests that shared online spaces can foster a sense of unity and belonging, contributing to reduced ethnic tensions and greater social cohesion. Sentama (2014) further supports this idea, noting that online interactions that build shared identities can help diminish ethnic conflicts and reinforce a unified national identity.

2.2 Empirical review
2.2.1 The Role of New Media in Reconciliation

Numerous studies have explored the role of media in fostering reconciliation and social cohesion in post-conflict societies. Research by (Oregon, 2018) highlights the effectiveness of rich media formats in building empathy and understanding. Similarly, the United States Agency for International Development (USAID) study in Bosnia (USAID, 2023) demonstrates the power of media-driven initiatives in facilitating dialogue and bridging divides.

2.2.2 The Impact of NGO-Led Reconciliation Initiatives

NGOs have been instrumental in utilizing new media platforms to disseminate reconciliatory messages. Studies by (Ntaganda & Bartholomew, 2017) as well as (Ezechiel, 2022) show that NGOs have successfully leveraged media to deliver accessible and engaging content. However, these studies also point to the need for further research to explore the specific impact of different platforms and their effectiveness in reaching diverse audiences.

2.2.3 Research Gaps

While existing research provides valuable insights, several gaps remain: there is a need for more in-depth analysis of the specific impact of different new media platforms (e.g., Facebook, Twitter, YouTube) on reconciliation efforts. Further research is required to explore how different generations engage with new media and their perceptions of reconciliatory messages. Understanding the long-term impact of new media on reconciliation requires longitudinal studies.

III. METHODOLOGY

3.1 Research Design

The study utilized a mixed-methods approach research design, combining quantitative and qualitative research techniques. Quantitative data was collected through a survey of 395 respondents aged 35 and above, using a Likert scale to measure attitudes towards reconciliatory messages. Qualitative data was gathered through in-depth interviews with program managers and youth leaders.

3.2 Study Location

The research was conducted in various urban and rural areas of Rwanda, focusing on regions with active NGO engagement in reconciliation. This geographic diversity allowed exploration of new media applications and their effects on different demographic groups, including youth, women, and marginalized communities.

3.3 Target Population

The target population refers to the group selected for a study or statistical analysis (McBride & Garcés-Manzanera, 2024). In this study, the target population includes individuals aged 35 and older, as well as NGO's managers and community leaders in Rwanda, totaling 470,783, according to the fifth Population and Housing Census in 2022 (Ntagengerwa & NISR, 2023).

Table 1
Target Population

Population	Target population
Post-genocides above 35 years	470,681
Programme managers	10
Community leaders	32
Total	470,783

3.4 Sample Size

A sample is a smaller group obtained from the accessible population. This research drew a sample size for pre-genocides population above 35 years was calculated using the Fishers' method formula (Bosteley and Peters, 2023), Fishers' method was appropriate for any population greater than 10000 individuals. The Fishers' formula is given by

$$n = \frac{z^2 pq}{d^2}$$

Where:

n = the desired sample size (if population is greater than 10,000)
z = the standard normal deviation at the required confidence level.
P = the proportion in the target population estimated to have characteristic being measured.
q = 1-p
d = the level of statistical significance level

If there is no estimate available the proportion in the target population assumed to have the characteristics of interest, 50% should be used as recommended by Fisher *et al.,* 1983.

$$n = \frac{1.96 \times 0.5 \times 0.5}{0.05^2} = 384$$

Non-response =

$$\frac{5}{100} \times 384 = 19.2 \approx 19$$

Total sample size $= 384 + 19 = 403$

The sample size for programme managers and youth leaders was calculated using Yamane's formula (Yamane, 1967).

$$n = \frac{N}{1 + N(e^2)}$$

n = the desired sample size
N = the total population
e = the level of statistical significance
Therefore the sample size for teaching staff

$$n = \frac{10}{1 + 10(0.05^2)} = 9$$

$$n = \frac{32}{1 + 32(0.05^2)} = 30$$

Therefore the sample for the study is 403 as shown in Table 3.2

Table 2
Target Population

Population	Sample size
Post-genocides above 35 years	384
Programme managers	9
Youth leaders	30
Total	**403**

3.5 Data Collection
        Data were collected via structured questionnaires for program managers, assessing perceptions of new media's role in reconciliation, and semi-structured interviews and focus groups

Table 3
Response Return Rate

Unit of observation	Data collection method	Target population	Sample size	Usable response	% effective response rate
Post-genocides above 35 years	Questionnaires	470,681	403	395	98

        As presented in Table 3.3, a total of 403 questionnaires were distributed, with a return rate of 100%. After excluding 8 unusable responses, 395 questionnaires were deemed valid for analysis, resulting in a 98% effective response rate. These results confirm that the questionnaire is a robust tool for assessing the targeted constructs.

3.6 Reliability and Response Rate
        The reliability and validity of the questionnaire were evaluated using Cronbach's alpha, which demonstrated strong internal consistency across the study variables. The alpha was computed using data obtained from the pilot testing of the questionnaires.
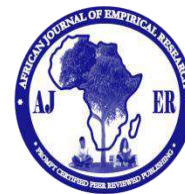
$$\alpha = \frac{\left[\dfrac{k}{k-1}\right]}{\left[1 - \left(\dfrac{1 - \sum_{i=1}^{n} S_i^2}{S_x^2}\right)\right]}$$

where

$k = the\ number\ of\ items\ on\ the\ test$

$S_i^2 = the\ obtained\ variance\ for\ item\ i$

$S_x^2 = the\ variance\ of\ the\ total\ test\ scores$

Different researchers set varying thresholds for the alpha coefficient, which (Hoekstra et al., 2019) suggest range from 0.7 to 0.95. According to Hoekstra et al. 2019, alpha values can be interpreted as follows: > 0.9 is excellent, > 0.8 is good, > 0.7 is acceptable, > 0.6 is questionable, > 0.5 is poor, and < 0.5 is unacceptable. This scale was applied in this study, with the SPSS results for reliability presented in Table 3.4.

Table 4
Reliability Test for Teachers' Questionnaire

Variable	Cronbach alpha	Cronbach alpha
Media platforms	0.883	
Reconciliatory messages	0.789	0.823
Relationship between media platforms and reconciliatory messages	0.812	

The alpha values ranged from 0.789 to 0.883 for media platforms, reconciliatory messages, and their relationship, indicating that the instrument is reliable for data collection.

3.7 Data Analysis

The data analysis utilized both quantitative and qualitative methods, using statistical software to perform descriptive and inferential analyses. Descriptive statistics summarized demographics and awareness of NGOs among respondents, while inferential statistics, such as Pearson correlations and t-tests, examined relationships between new media use and reconciliation effectiveness, with a significance threshold of $p < 0.05$.

Quantitative data were gathered through structured questionnaires targeting individuals over 35 years old, assessing their awareness and perceptions of NGO-led reconciliatory messages. Descriptive statistics and Likert scale analysis indicated high levels of awareness, with 91.9% of respondents recognizing NGO involvement in reconciliation and 95.2% having encountered reconciliatory messages. The messages were positively received by the community, affirming their role in fostering reconciliation. Qualitative insights were obtained through in-depth interviews with program managers and youth leaders, analyzed thematically to explore personal experiences, the role of NGOs, and challenges within reconciliation efforts.

Data triangulation was used to compare quantitative and qualitative findings, confirming the reliability of the results and showing a consistent positive impact of NGO-led reconciliatory efforts. The integrated analysis highlighted the significant role of new media in promoting reconciliation, underscoring the importance of ongoing engagement with communities in Rwanda's healing process.

IV. FINDINGS & DISCUSSION

4.1 Demographic Characteristics of the Respondents

The study included a diverse sample of respondents, with a majority holding bachelor's degrees (42%). The age group of 46-50 years was the most represented. The sample was balanced in terms of gender, with 57% male and 43% female respondents.
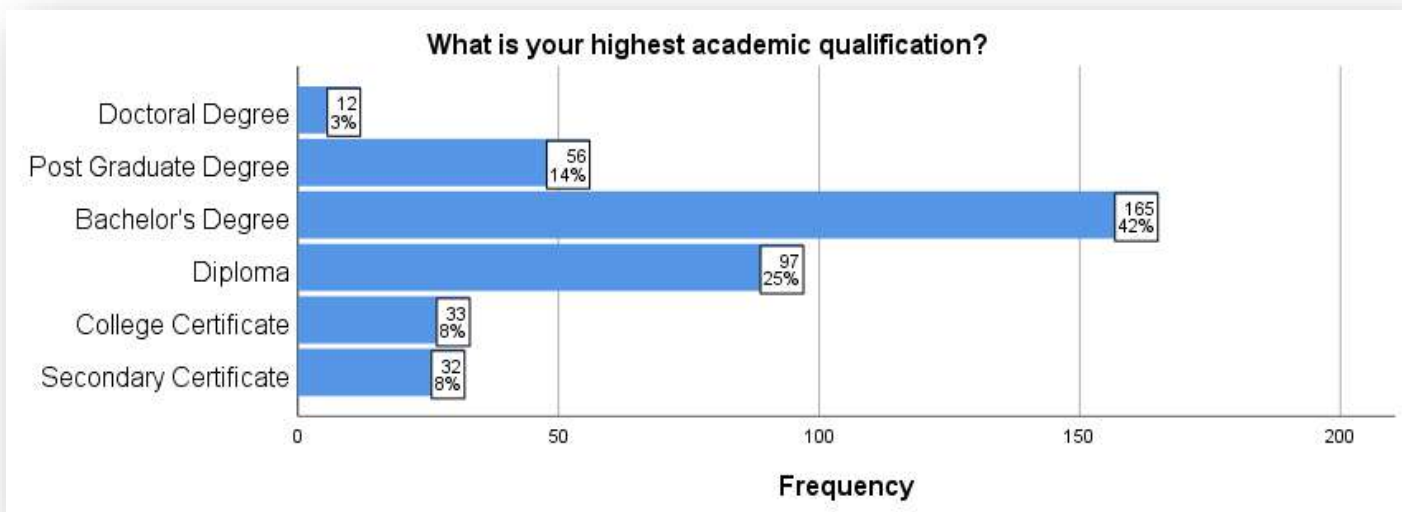
Figure 1
Highest Academic Qualification

Additionally, a significant proportion of respondents were aware of NGOs promoting reconciliation, which is crucial for the effectiveness of reconciliatory messages disseminated through these platforms. Linearity tests confirmed significant relationships between the use of new media platforms, the impact of reconciliatory messages, and the level of reconciliation achieved.

4.2 Findings

4.2.1 New Media Platforms Usage by NGOs
The new media platforms mainly used by NGO to promote reconciliatory messages. The results are shown in Table 4.1 shows the platforms used by NGOs for reconciliatory messaging. Facebook was the most utilized (31.6%), followed by X (formerly Twitter) at 26.1%, with YouTube and Integra also significant.

Table 5
Commonly Used New Media Platform

		Frequency	**Percent**
Commonly used platform	Facebook	125	31.6
	Instagram	67	17.0
	Youtube	87	22.0
	X(former twitter)	103	26.1
	Other	13	3.3
	Total	**395**	**100.0**

The researcher also sought to find out from the respondents on the level of internet connectivity among respondents, with 91.9% owning internet-capable phones and 93.2% reporting stable connections. This suggests strong potential for accessing new media platforms. The ratings were analyzed as frequencies, mean, standard deviation (Std), the composite mean and composite standard deviation. The results were presented in Table 4.2
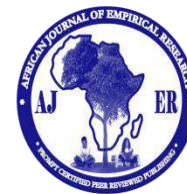
Table 6

A Likert on the Role of New Media

Role of new media	SA	A	UN	D	SD	Mean	Std
Communicating reconciliation message after the 1994 genocide	112 29%	225 56%	22 6%	16 4%	20 5%	2.01	0.979
Communicating measures to ensure peace in the country	121 31%	209 53%	27 7%	20 5%	18 4%	2.00	0.995
Sharing peace messages to build national identity	146 37%	152 39%	20 5%	40 10%	37 9%	2.16	1.283
Sharing messages for peace building and National unity	144 36%	145 37%	22 6%	84 21%	−	2.50	1.347
Addressing the needs of different ethnic groups through their reconciliatory messages	143 36%	149 38%	14 4%	48 12%	41 10%	2.23	1.331
Engaging in discussions or conversations with different ethnic groups about reconciliatory messages	134 34%	105 27%	19 5%	111 28%	26 7%	2.47	1.374
Engaging in innovative approaches to deliver reconciliatory messages	164 42%	178 45%	11 2%	12 3%	30 8%	1.90	1.114
Composite mean and Std						**2.18**	**1.20**

The results indicate a strong consensus among respondents regarding the effectiveness of new media used by NGOs in communicating reconciliation messages post-1994 genocide. Specifically, 337 (85%) agreed that new media effectively conveys these messages, while 36 (9%) disagreed and 22 (6%) were undecided, yielding a mean score of 2.01 and a standard deviation of 0.979. Similarly, 330 (84%) agreed that new media communicates peace measures, with a mean score of 2.00 and a standard deviation of 0.995. When asked about new media's role in fostering national identity, 298 (76%) agreed, resulting in a mean score of 2.16 and a standard deviation of 1.283. Regarding peace-building messages, 288 (73%) agreed, achieving a higher mean score of 2.50 and a standard deviation of 1.347. Additionally, 292 (74%) respondents felt that new media addresses the needs of different ethnic groups, reflected in a mean score of 2.23 and a standard deviation of 1.331. Engagement in discussions about reconciliation was noted by 239 (61%), with a mean score of 2.47 and a standard deviation of 1.374. Lastly, while 342 (87%) agreed that new media employs innovative approaches for reconciliatory messages, the mean score was lower at 1.90 with a standard deviation of 1.114. Largely, the item means generally fell below or above the composite mean of 2.18, suggesting varying impacts on the overall perception of new media's effectiveness in promoting reconciliation.

4.2.2 Impact of Reconciliatory Messages

Respondents largely agreed that reconciliatory messages positively impacted their understanding of peace and unity. From the results, 350(88.6%) of the respondents have received reconciliatory messages from NGOs while 45(11.4%) have not received. The majority felt the messages were accessible and understandable (mean = 2.47, SD = 1.374). However, timely responses from NGOs were a noted challenge, with only 33% agreeing that questions were answered quickly.

Table 7

Received Reconciliatory Messages

		Frequency	Percent
Received reconciliatory messages	Yes	350	88.6
	No	45	11.4
	Total	**395**	**100.0**

The ratings were analyzed as frequencies, mean, standard deviation (Std), the composite mean and composite standard deviation. The results were presented in Table 4.3

Table 8

A Likert on the Impact of Reconciliatory Messages

	SA	A	UD	D	SD	Mean	Std
I access information from the NGOs media platform very easily	143 37%	149 38%	14 3%	48 12%	41 10%	2.23	1.331
The messages send by the NGOs are simple and well understood	134 34%	105 27%	19 4%	111 28%	26 7%	2.47	1.374
The language used by NGOs is easy to understand	164 42%	178 45%	11 2%	12 3%	30 8%	1.90	1.114
I can ask questions through the media platforms and get reply	37 9%	77 20%	23 6%	157 40%	101 25%	3.53	1.312
NGOs' officials take the shortest time to reply my questions	83 21%	47 12%	45 11%	107 27%	113 29%	3.30	1.513
NGOs' officials are friendly when responding to questions	165 42%	135 34%	40 10%	26 7%	29 7%	2.04	1.202
Information shared by NGOs is not biased	168 43%	113 29%	25 6%	64 16%	25 6%	2.15	1.299
Supporting the country in peace, unity, national identity, building and reconciliation in Rwanda	73 19%	215 54%	14 3%	22 6%	71 18%	2.50	1.347
Composite mean and Std						**2.52**	**1.311**

The table summarizes respondents' perceptions of the accessibility and clarity of information from NGOs' media platforms. A significant majority, 292 (75%), reported easy access to information, while 239 (61%) felt that messages were simple and understandable. Notably, 342 (87%) agreed that the language used is easy to understand. However, concerns were raised about responsiveness, with 258 (65%) disagreeing that timely replies to inquiries are provided, and 220 (56%) felt NGOs do not reply quickly. While 76% agreed that NGO officials are friendly, only 73% believed the information shared is unbiased. Finally, 288 (73%) acknowledged the critical role NGOs play in promoting peace and national unity in Rwanda. The analysis shows varying degrees of agreement, with means generally below or above the composite mean of 2.52, indicating a nuanced perception among respondents.

4.2.3 Correlation between Media Platforms and Reconciliatory Messages

This strong relationship indicates that the effectiveness of these messages is closely tied to the platform used. The Pearson Correlation analysis demonstrated a significant positive relationship ($r = 0.596$, $p < 0.01$) between media platforms and the effectiveness of reconciliatory messages

Table 9

Correlational Analysis

		New media platforms	Reconciliatory messages sent by NGOs
New media platforms	Pearson Correlation	1	.596**
	Sig. (2-tailed)		.000
	N	395	395
Reconciliatory messages sent by NGOs	Pearson Correlation	.596**	1
	Sig. (2-tailed)	.000	
	N	395	395

**. Correlation is significant at the 0.05 level (2-tailed).

The ratings were analyzed as frequencies, mean, standard deviation (Std), the composite mean and composite standard deviation. The results were presented in Table 44

Table 10

Reconciliatory Messages

	SA	A	UD	D	SD	Mean	Std
Reconciliatory messages have contributed to national healing.	168 43%	168 43%	14 4%	21 5%	24 5%	1.91	1.101
Reconciliatory messages are consistent with national healing policy.	161 41%	182 46%	22 6%	30 7%	-	1.80	0.854
Reconciliatory messages focuses on peace and unity	172 44%	125 32%	9 2%	25 6%	64 16%	2.10	1.292
Reconciliatory messages focuses on justice and forgiveness	143 36%	149 38%	14 4%	48 12%	41 10%	2.23	1.331
Reconciliatory messages focuses on national identity in the country	134 34%	105 27%	19 5%	111 28%	26 7%	2.47	1.374
Reconciliatory messages can contribute to preventing future conflicts	164 42%	178 45%	11 3%	12 3%	30 7%	1.92	1.114
Composite mean and Std						**1.90**	**1.178**

The table presents findings on the impact of reconciliatory messages on national healing among respondents. A substantial 336 (86%) agreed that these messages contribute to national healing, reflected by a mean score of 1.91, indicating a positive influence. Similarly, 343 (87%) believed the messages align with national healing policy, though this item had a mean score of 2.80, indicating a negative influence on the overall composite mean of 1.90. Respondents also largely agreed that the messages focus on peace and unity (297, or 76%), justice and forgiveness (292, or 74%), and national identity (239, or 61%), all with means above the composite mean. Additionally, 342 (87%) felt that these messages could prevent future conflicts, supported by a mean score of 1.92. Standard deviations varied, indicating differing response spreads across items, with some below and others above the composite standard deviation of 1.178. Overall, the data highlight a strong perception of the role of reconciliatory messages in fostering healing and unity.

4.3 Discussion

The study examined the role of new media platforms and reconciliatory messages employed by NGOs in fostering post-genocide reconciliation in Rwanda, utilizing linear regression and correlation analysis. Based on the findings related to the first research objective concerning the role of new media platforms, the findings indicate that new media platforms play a significant role in post-genocide reconciliation. These platforms account for 27.8% of the variability in reconciliation outcomes ($R^2 = 0.278$). The regression analysis revealed a strong positive relationship between the use of these platforms and reconciliation efforts ($t = 12.309$, $p < 0.001$), supporting the notion that they are a crucial tool in facilitating reconciliation processes.

In relation to the second research objective concerning the impact of reconciliatory messages, reconciliatory messages disseminated through new media platforms were found to have a substantial impact on post-genocide reconciliation, explaining 34.2% of the variability in outcomes ($R^2 = 0.342$). A significant relationship was established between these messages and reconciliation efforts ($t = 14.278$, $p < 0.001$), reinforcing the idea that they play a vital role in influencing post-genocide reconciliation. Regarding the third research objective focused on the relationship between new media and reconciliatory messages, a strong positive correlation ($r = 0.596$, $p < 0.001$) was identified between the use of new media platforms and the effectiveness of reconciliatory messages. This suggests that new media significantly amplifies the impact of reconciliation efforts, enhancing the overall effectiveness of NGOs in promoting healing and understanding within Rwandan communities.

Additionally, qualitative data from in-depth interviews with program managers and youth leaders provided further insights into the dynamics of these processes. Participants highlighted that new media platforms, particularly Facebook and YouTube, are instrumental in reaching younger audiences and fostering dialogue among diverse community members. They emphasized the importance of consistent messaging and community engagement, noting that reconciliatory messages must resonate with the lived experiences of individuals to be effective. This qualitative perspective complements the quantitative findings, illustrating how new media not only serves as a dissemination tool but also as a platform for community interaction and collective healing.

V. CONCLUSION & RECOMMENDATION

5.1 Conclusions

This study considered the role of new media platforms utilized by NGOs in promoting reconciliation in post-genocide Rwanda. The findings highlight a significant positive impact of reconciliatory messages, evidenced by a t-

statistic of 14.278 and a p-value of 0.001, affirming their effectiveness. Notably, 91.9% of respondents reported awareness of NGOs, indicating successful communication strategies. Furthermore, a strong correlation (r = 0.596, p = 0.001) between new media usage and message effectiveness underscores the critical role of digital communication. The study also stressed the importance of culturally relevant messaging, particularly in Kinyarwanda, and identified themes of justice, forgiveness, and national identity as vital for fostering social cohesion. To capitalize on these insights, it is recommended that NGOs implement targeted communication strategies, engage interactively with communities, produce culturally sensitive content, integrate educational campaigns, utilize monitoring and feedback mechanisms, and collaborate with local influencers to maximize the impact of their reconciliation efforts.

5.2 Recommendations

As societies emerge from conflict, effective communication plays a crucial role in fostering reconciliation and healing. This study highlighted the significant impact of new media in these efforts, revealing how digital platforms can facilitate dialogue and understanding among diverse communities. Based on the findings, several recommendations for future research and practice are proposed to enhance the effectiveness of reconciliation strategies: to deepen the understanding and application of new media for reconciliation, future research should undertake comparative studies in various post-conflict settings to identify both universal best practices and context-specific strategies. This research should also explore the impact of emerging technologies, such as messaging apps and social media, in facilitating reconciliation efforts. Additionally, strategies must be developed to engage both younger and older generations in dialogue. The role of traditional media should be examined to see how it complements or contrasts with new media. Researchers should assess the effectiveness of media literacy programs in fostering critical engagement with digital content and investigate the psychological and emotional effects of new media on reconciliation. Finally, frameworks should be created to support the effective integration of new media into reconciliation strategies.

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