



# Youth Identity and Political Engagement in Urban Kenya: A Sociological Exploration

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## Abstract

Youth in urban Kenya are a significant demographic for political engagement due to their rapid population growth and access to social media. A mixed-methods approach combining qualitative interviews with focus groups and quantitative surveys of a sample of 200 youths across three urban centers in Kenya. Youth aged 18-35 represent 46% of the surveyed population, with digital platforms significantly influencing political awareness and engagement, particularly among those living in Nairobi's informal settlements. Urban spaces, especially informal settlements, serve as critical sites for youth identity formation and political mobilization. Digital media amplifies this process by providing a platform for civic dialogue and organising. Policy makers should consider integrating digital literacy programmes into urban development strategies to enhance civic education and engagement among young people.

**Keywords:** *Kenyan, Urbanization, Identity Politics, Socioeconomic Factors, Qualitative Analysis, Youth Movements, Social Media Influence*

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