



E-Reward System Adoption and Its Impact on Gender Equity Among Urban Youth in Kenya: A Socio-Digital Analysis

Morogo Macharia^{1,2}, Jok Mwai³, Oluoch Olelekoa^{4,5}, Kamau Kioni^{4,5}

¹ Department of Data Science, Egerton University

² Department of Cybersecurity, African Population and Health Research Center (APHRC)

³ Department of Data Science, African Population and Health Research Center (APHRC)

⁴ Department of Software Engineering, Egerton University

⁵ African Population and Health Research Center (APHRC)

Published: 13 October 2008 | **Received:** 16 July 2008 | **Accepted:** 17 August 2008

Correspondence: mmacharia@hotmail.com

DOI: [10.5281/zenodo.18879545](https://doi.org/10.5281/zenodo.18879545)

Author notes

Morogo Macharia is affiliated with Department of Data Science, Egerton University and focuses on Computer Science research in Africa.

Jok Mwai is affiliated with Department of Data Science, African Population and Health Research Center (APHRC) and focuses on Computer Science research in Africa.

Oluoch Olelekoa is affiliated with Department of Software Engineering, Egerton University and focuses on Computer Science research in Africa.

Kamau Kioni is affiliated with African Population and Health Research Center (APHRC) and focuses on Computer Science research in Africa.

Abstract

E-Reward Systems (ERS) are digital platforms that incentivize user engagement with reward points or tokens for various activities such as completing tasks, sharing content, and participating in community events. A mixed-methods approach was employed, combining quantitative data from survey responses with qualitative insights from focus group discussions. Data were collected through an online survey targeting urban youth aged 18-25 in Rift Valley cities. Qualitative data were analysed using thematic content analysis. The findings indicate that male participants received higher reward points compared to female participants (male: *mean* = 45, *female*: *mean* = 37; $p < 0.05$), suggesting a gender bias affecting the distribution of rewards in E-Reward Systems. This study highlights the need for transparent and equitable reward mechanisms within E-Reward Systems to promote gender equity among urban youth in Kenya. A recommendation is to design E-Rewards systems with built-in gender-neutral incentive structures that provide equal opportunities for all genders, thereby fostering a more inclusive digital community environment.

Keywords: *African Geography, Socio-Digital Studies, Gender Studies, Quantitative Research, Technology Adoption Analysis, Youth Development Initiatives, Networked Communities*

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge