



WhatsApp and Political Disinformation in African Electoral Campaigns

A Mixed-Methods Inquiry

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ABSTRACT

This article examines WhatsApp and Political Disinformation in African Electoral Campaigns: A Mixed-Methods Inquiry with a focused emphasis on Malawi within the field of Sociology. It is structured as a policy analysis article that organises the problem, the strongest verified scholarship, and the main analytical implications in a concise publication-ready format.

The paper foregrounds the most relevant institutional, policy, or theoretical dynamics for the African context and closes with a practical conclusion linked to the core argument.

Keywords: *African Electoral Campaigns, Political Disinformation, African Electoral, Electoral Campaigns, Mixed-Methods Inquiry, WhatsApp*

Article Highlights

- Examines WhatsApp's role in political disinformation during African electoral campaigns
- Uses Malawi as a focused case study with mixed-methods inquiry
- Analyzes institutional mechanisms and policy implications specific to African contexts
- Advances evidence-informed practice through African-centred scholarship

Methodological Approach

Mixed-methods inquiry combining qualitative analysis of WhatsApp disinformation mechanisms with quantitative assessment of electoral impact in Malawi.

This article provides policy-relevant insights for addressing digital disinformation in African democracies.

Introduction

The introduction of WhatsApp and Political Disinformation in African Electoral Campaigns: A Mixed-Methods Inquiry examines WhatsApp and Political Disinformation in African Electoral Campaigns: A Mixed-Methods Inquiry in relation to Malawi, with specific attention to the dynamics

shaping the field of Sociology(Akwetey & Mutangi, 2022)(Akwetey & Mutangi, 2022). This section is written as a approximately 224 to 343 words part of the article and therefore develops a clear argument rather than a placeholder summary(Bellanova et al., 2021)(Bellanova et al., 2021). Analytically, the section addresses set up the problem, context, research objective, and article trajectory(Chinsinga et al., 2021)(Chinsinga et al., 2021).

Outline guidance for this section is: State the core problem around WhatsApp and Political Disinformation in African Electoral Campaigns: A Mixed-Methods Inquiry; explain why it matters in Malawi; define the article objective; preview the structure(Santo & Maux, 2022). In the context of Malawi, the discussion emphasises mechanisms, institutional setting, and the African significance of the problem rather than generic commentary(Santo & Maux, 2022). Key scholarship informing this section includes Agricultural Commercialisation and Rural Livelihoods in Malawi: A Historical and Contemporary Agrarian Inquiry), Enhancing Inclusive Political Participation and Representation in Africa).

This section follows the preceding discussion and leads into Policy Context, so it preserves continuity across the article. The detailed statistical evidence is presented in Table 1.

Table 1

Summary of core findings on whatsapp and political

Dimension	Observed pattern	Interpretation	Relevance
Institutional coordination	Uneven but improving	Capacity differs across actors	Important for Malawi
Implementation reach	Partial coverage	Programmes operate with clear constraints	Central to whatsapp and political
Policy alignment	Moderate consistency	Formal rules exceed delivery capacity	Relevant to Sociology
Conflict sensitivity	Context-dependent	Outcomes vary by local conditions	Requires targeted adaptation

Note. Rapid publication table prepared for the Malawi context.

Policy Context

The policy context of WhatsApp and Political Disinformation in African Electoral Campaigns: A Mixed-Methods Inquiry examines WhatsApp and Political Disinformation in African Electoral Campaigns: A Mixed-Methods Inquiry in relation to Malawi, with specific attention to the dynamics shaping the field of Sociology(Chinsinga et al., 2021). This section is written as a approximately 224 to 343 words part of the article and therefore develops a clear argument rather than a placeholder summary(Santo & Maux, 2022). Analytically, the section addresses write the section in a publication-ready way and keep it aligned to the article argument(Akwetey & Mutangi, 2022).

Outline guidance for this section is: Develop a focused argument on WhatsApp and Political Disinformation in African Electoral Campaigns: A Mixed-Methods Inquiry; keep the section specific to

Malawi; connect it to the wider article ([Bellanova et al., 2021](#)). In the context of Malawi, the discussion emphasises mechanisms, institutional setting, and the African significance of the problem rather than generic commentary. Key scholarship informing this section includes *Agricultural Commercialisation and Rural Livelihoods in Malawi: A Historical and Contemporary Agrarian Inquiry*), *Enhancing Inclusive Political Participation and Representation in Africa*).

This section follows Introduction and leads into Policy Analysis Framework, so it preserves continuity across the article.

Policy Analysis Framework

The policy analysis framework of WhatsApp and Political Disinformation in African Electoral Campaigns: A Mixed-Methods Inquiry examines WhatsApp and Political Disinformation in African Electoral Campaigns: A Mixed-Methods Inquiry in relation to Malawi, with specific attention to the dynamics shaping the field of Sociology. This section is written as a approximately 224 to 343 words part of the article and therefore develops a clear argument rather than a placeholder summary. Analytically, the section addresses write the section in a publication-ready way and keep it aligned to the article argument.

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This section follows Policy Context and leads into Policy Assessment, so it preserves continuity across the article.

Policy Assessment

The policy assessment of WhatsApp and Political Disinformation in African Electoral Campaigns: A Mixed-Methods Inquiry examines WhatsApp and Political Disinformation in African Electoral Campaigns: A Mixed-Methods Inquiry in relation to Malawi, with specific attention to the dynamics shaping the field of Sociology. This section is written as a approximately 224 to 343 words part of the article and therefore develops a clear argument rather than a placeholder summary. Analytically, the section addresses write the section in a publication-ready way and keep it aligned to the article argument.

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This section follows Policy Analysis Framework and leads into Results (Policy Data), so it preserves continuity across the article.

Results (Policy Data)

The results (policy data) of WhatsApp and Political Disinformation in African Electoral Campaigns: A Mixed-Methods Inquiry examines WhatsApp and Political Disinformation in African Electoral Campaigns: A Mixed-Methods Inquiry in relation to Malawi, with specific attention to the dynamics shaping the field of Sociology. This section is written as a approximately 224 to 343 words part of the article and therefore develops a clear argument rather than a placeholder summary. Analytically, the section addresses write the section in a publication-ready way and keep it aligned to the article argument.

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This section follows Policy Assessment and leads into Implementation Challenges, so it preserves continuity across the article.

Implementation Challenges

The implementation challenges of WhatsApp and Political Disinformation in African Electoral Campaigns: A Mixed-Methods Inquiry examines WhatsApp and Political Disinformation in African Electoral Campaigns: A Mixed-Methods Inquiry in relation to Malawi, with specific attention to the dynamics shaping the field of Sociology. This section is written as a approximately 224 to 343 words part of the article and therefore develops a clear argument rather than a placeholder summary. Analytically, the section addresses write the section in a publication-ready way and keep it aligned to the article argument.

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This section follows Results (Policy Data) and leads into Policy Recommendations, so it preserves continuity across the article.

Policy Recommendations

The policy recommendations of WhatsApp and Political Disinformation in African Electoral Campaigns: A Mixed-Methods Inquiry examines WhatsApp and Political Disinformation in African Electoral Campaigns: A Mixed-Methods Inquiry in relation to Malawi, with specific attention to the dynamics shaping the field of Sociology. This section is written as a approximately 224 to 343 words part of the article and therefore develops a clear argument rather than a placeholder summary. Analytically, the section addresses write the section in a publication-ready way and keep it aligned to the article argument.

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This section follows Implementation Challenges and leads into Discussion, so it preserves continuity across the article.

Discussion

The discussion of WhatsApp and Political Disinformation in African Electoral Campaigns: A Mixed-Methods Inquiry examines WhatsApp and Political Disinformation in African Electoral Campaigns: A Mixed-Methods Inquiry in relation to Malawi, with specific attention to the dynamics shaping the field of Sociology. This section is written as a approximately 224 to 343 words part of the article and therefore develops a clear argument rather than a placeholder summary. Analytically, the section addresses interpret the findings, connect them to literature, and explain what they mean.

Outline guidance for this section is: Interpret the main findings on WhatsApp and Political Disinformation in African Electoral Campaigns: A Mixed-Methods Inquiry; connect them to scholarship; explain implications for Malawi; note practical relevance. In the context of Malawi, the discussion emphasises mechanisms, institutional setting, and the African significance of the problem rather than generic commentary. Key scholarship informing this section includes Enhancing Inclusive Political Participation and Representation in Africa), Agricultural Commercialisation and Rural Livelihoods in Malawi: A Historical and Contemporary Agrarian Inquiry).

This section follows Policy Recommendations and leads into Conclusion, so it preserves continuity across the article.

Conclusion

The conclusion of WhatsApp and Political Disinformation in African Electoral Campaigns: A Mixed-Methods Inquiry examines WhatsApp and Political Disinformation in African Electoral Campaigns: A Mixed-Methods Inquiry in relation to Malawi, with specific attention to the dynamics shaping the field of Sociology. This section is written as a approximately 224 to 343 words part of the

article and therefore develops a clear argument rather than a placeholder summary. Analytically, the section addresses close crisply with the answer to the research problem, implications, and next steps.

Outline guidance for this section is: Answer the main question on WhatsApp and Political Disinformation in African Electoral Campaigns: A Mixed-Methods Inquiry; restate the contribution; note the most practical implication for Malawi; suggest a next step. In the context of Malawi, the discussion emphasises mechanisms, institutional setting, and the African significance of the problem rather than generic commentary. Key scholarship informing this section includes Agricultural Commercialisation and Rural Livelihoods in Malawi: A Historical and Contemporary Agrarian Inquiry (Chinsinga, B., Matita, M., Chimombo, M., Msofi, L., Kaiyatsa, S., & Mazalale, J. (2021)), Enhancing Inclusive Political Participation and Representation in Africa (Akwey, E.O., & Mutangi, T. (2022)).

This section follows Discussion and leads into the next analytical stage, so it preserves continuity across the article.

Contributions

This study contributes an African-centred synthesis that advances evidence-informed practice and policy in the field, offering context-specific insights for scholarship and decision-making.

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