



RIARA SCHOOL OF INTERNATIONAL RELATIONS & DIPLOMACY
NURTURING INNOVATORS
JANUARY – APRIL 2026 TRIMESTER
EXAMINATIONS FOR CERTIFICATE OF ARTS IN INTERNATIONAL
RELATIONS & DIPLOMACY
UNIT CODE:RCCD 5114 : DIGITAL DIPLOMACY

DATE: APRIL 2026

TIME: 2 HOURS

GENERAL INSTRUCTIONS:

Students are NOT permitted to write on the examination paper during reading time.
This is a closed book examination. Text book/Reference books/notes are not permitted.

SPECIAL INSTRUCTIONS:

- 1 Write your REGISTRATION NO. Clearly on the answer booklet(s).**
- 2 Answer Question One (COMPULSORY) and ANY One in Section B.**
- 3 Questions in all sections should be answered in answer booklet(s).**
- 4 Marks allocated to each question are shown at the end of the question.**
- 5 PLEASE start the answer to EACH question on a NEW PAGE.**
- 6 For the questions, write the number of the question on the answer booklet(s) in the order you answered them.**
- 7 Write your answers in paragraph form unless stated otherwise.**
- 8 Keep your phone(s) SWITCHED OFF at the front of the examination room.**
- 9 Keep ALL bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.**
- 10 You are only allowed to leave the examination room 30 minutes to the end of the Examination.**

SECTION A: 30 MARKS (Compulsory)

QUESTION ONE

“Digital diplomacy is not simply the digitization of traditional diplomacy; it is a transformation of diplomatic power, communication, and global influence.” Digital diplomacy has transformed the way states communicate, negotiate, and manage international relations in the 21st century.

Using relevant examples;-

- a) Comprehensively discuss the meaning of digital diplomacy and examine how modern technologies such as social media, cybersecurity systems, and AI are reshaping diplomatic practice. (10 marks)
- b) Make an in-depth comparison between digital diplomacy with traditional diplomacy (10 marks)
- c) Using case studies and examples, highlight the main challenges associated with digital diplomacy, and suggest best practices for making digital diplomatic strategies effective. (10 marks)

SECTION B: 10 MARKS EACH (Choose any ONE question)

QUESTION TWO

Estonia is a strong example of how digital diplomacy can strengthen a country's international influence. Although it is a small state, Estonia has gained global recognition by investing in digital governance and presenting itself as a leader in technological innovation.

Using Estonia as a case study, examine how digital diplomacy can strengthen a country's international influence. In your answer, explain the significance of Estonia's virtual embassy (data embassy) and e-Residency/e-citizen platform in promoting digital sovereignty, economic diplomacy, global engagement, and national soft power. (10 marks)

QUESTION THREE

Discuss how Kenyan Gen Z protesters', during the maandamano, used digital tools and platforms to shape public communication, mobilizing each other, and gaining international attention. In your answer, assess how social media, online messaging, digital storytelling, and global visibility reflected key elements of digital diplomacy, and examine both the opportunities and risks of this form of digital engagement in Kenya. Use relevant examples and write your answer in a clear, well-structured essay format.

(10 marks)

QUESTION FOUR:

Harmful viral trends on global digital platforms have raised serious concerns regarding youth safety, platform accountability, and the cross-border governance of online content.

Using three (3) relevant examples of harmful TikTok trends or challenges, critically examine how global digital platforms can amplify unsafe behaviour across national boundaries. In your answer, assess the implications for digital diplomacy, with specific reference to: international cooperation among governments, platform accountability mechanisms, public and parental awareness, and the protection of online users, particularly youth.

If you personally, came across a harmful TikTok trend how would you react and what would be your course of action. (10 marks)