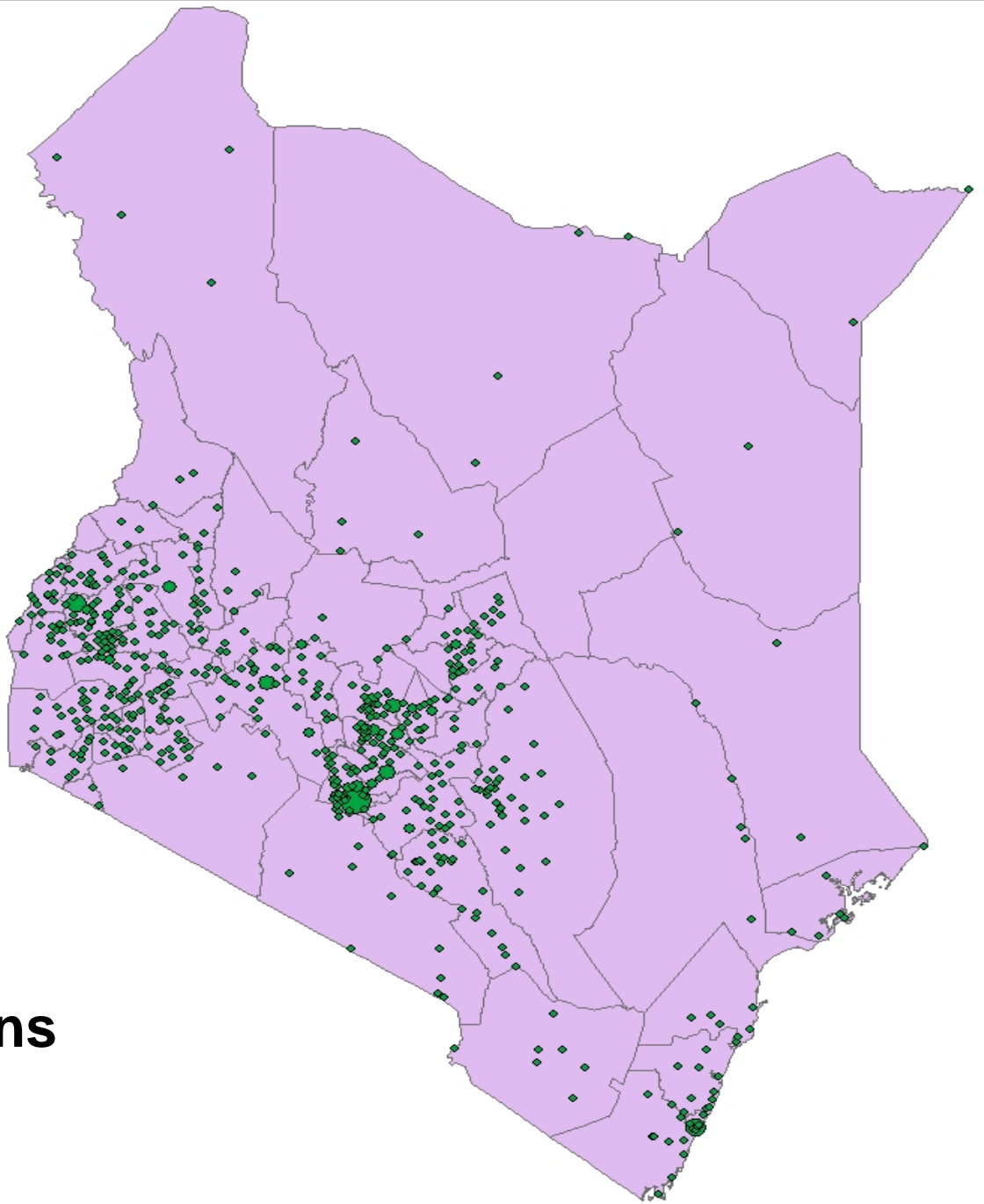


GIS and Socio-Economic
Phenomena:
The Spread of Investor Capitalism in
Kenya

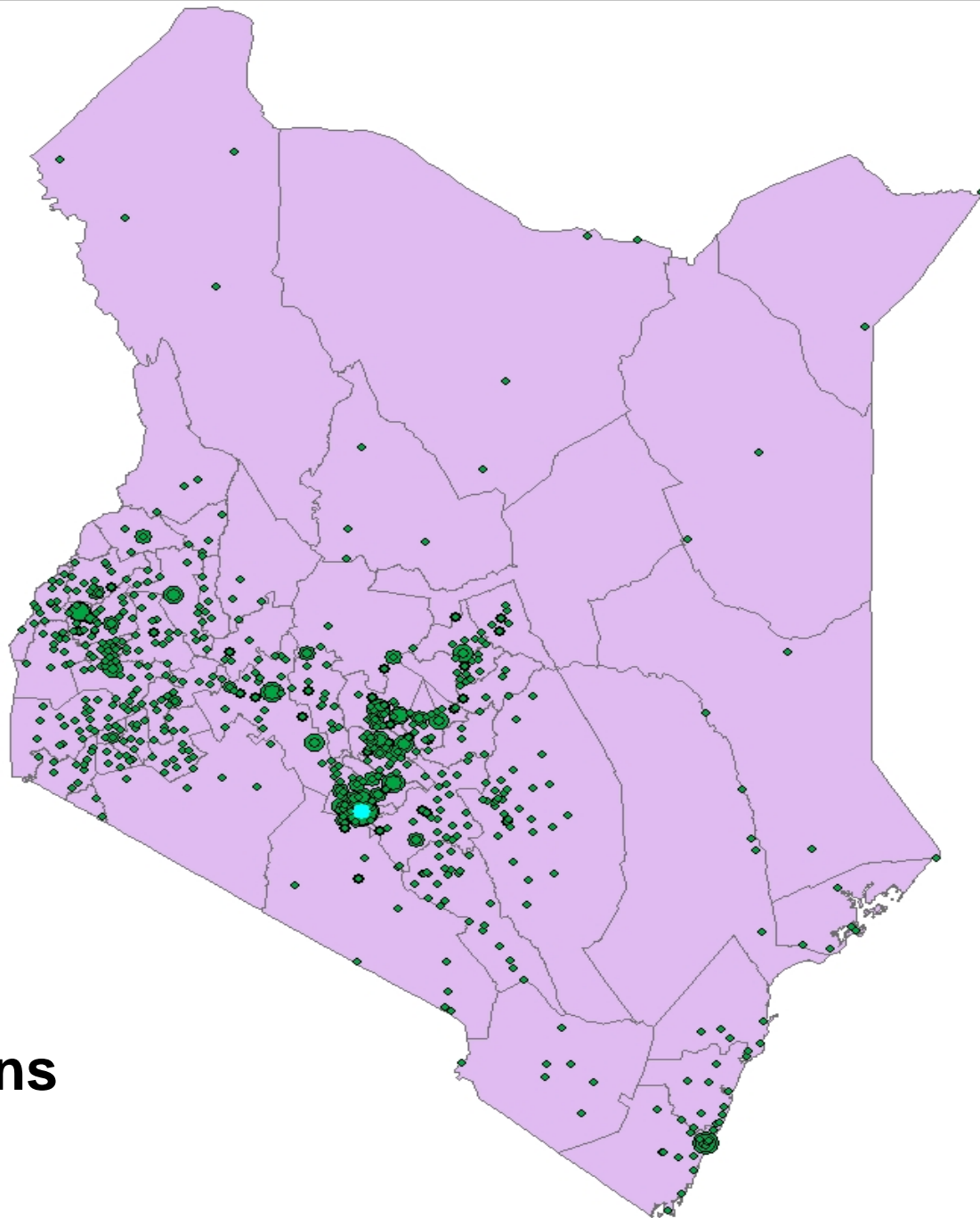
Chris Yenkey
PhD Candidate
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- 1954 – 2005: ~150,000 domestic investors on the Nairobi Stock exchange
- 2008: ~ 1.4 million, and more than half are lower income
- Question: how does the practice (shareholding) spread through such an unlikely (low income, weak property rights) environment?
- Data: Access to NSE databases
 - Town of residence
 - Time of registration and first share purchase

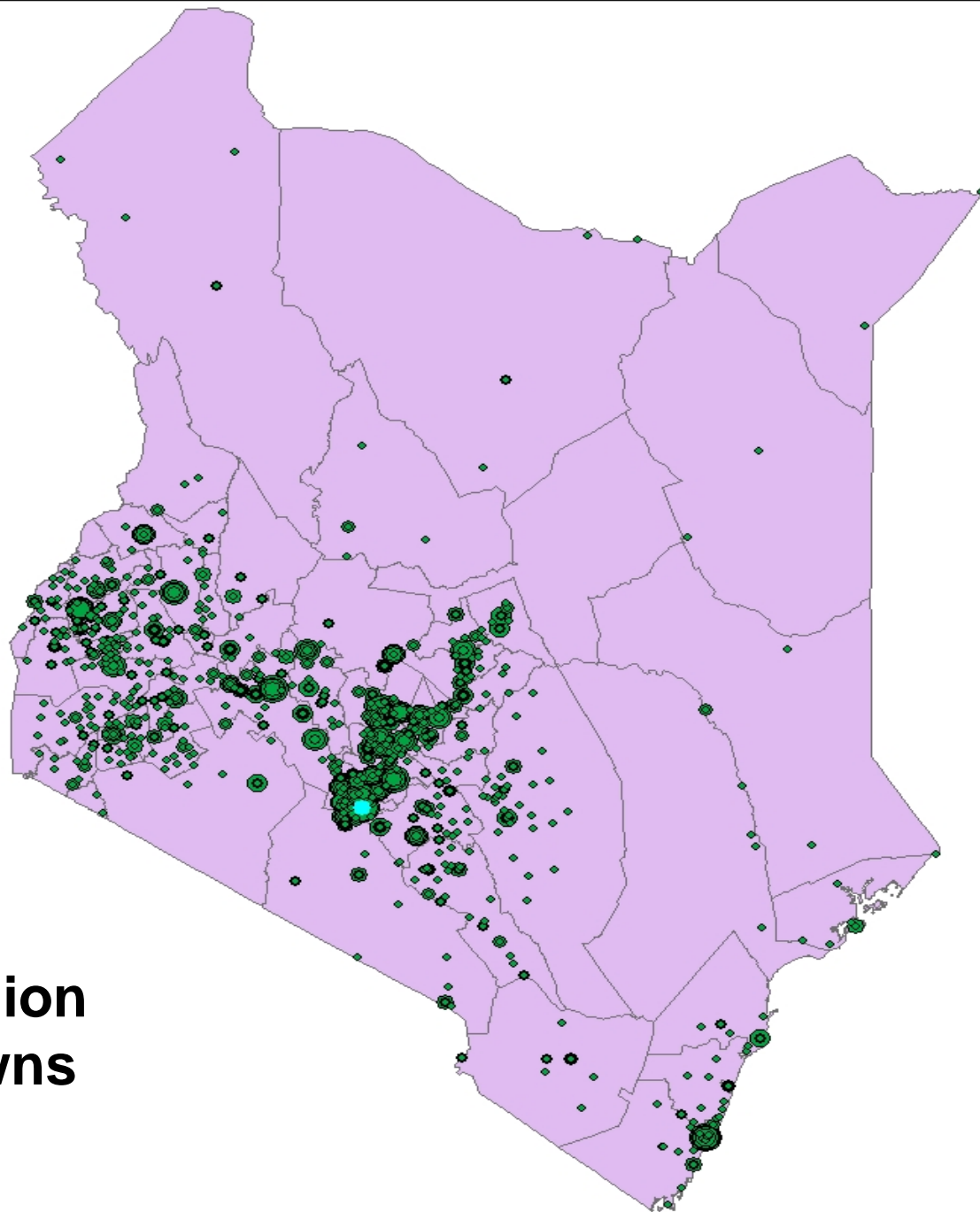
**Dec, 2005: ~150,000
investors in 449 towns**



**June 2006: ~400,000
investors in 460 towns**



**June 2008: ~1.4 million
investors in 580 towns**



- Less “spread,” more “deepening”
- DIFFUSION vs. CONTAGION: distinct theoretical approaches in social science
- Merge district-level socio-economic data from three national surveys
 - Education, Income, Religiosity, tribal affiliation
 - Tests the receptivity, conductivity of different populations
- Investment experiences of proximate others vs. distal effects of advertising, market growth, etc.

Contribution of GIS

- SEEING the actual data revised the theoretical approach to the question
- Knowing individual location allows for merging other valuable data sources; compensates for omitted data from any one source