INFLUENCE OF SOCIAL MEDIA USE ON THE PSYCHOLOGICAL WELL-BEING OF THE YOUTHS IN NAKURU EAST SUB-COUNTY, NAKURU COUNTY, KENYA

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DECLARATION AND APPROVAL

Declaration

This Dissertation is my original work and has not been previously presented for a degree or any other award in this or any other University

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DEDICATION

I dedicate this dissertation to my husband, Hiram Mwangi and my two sons, Geoffrey and Brian Mwangi who have been my pillar and my strength and allowed me to use family time to do my studies. They tirelessly supported, encouraged me and journeyed with me every step throughout my studies. I love you all, may the almighty God bless you.

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ABSTRACT

Modern social media powered by web-based technology, has enabled individuals from across the globe and diverse social backgrounds to interact. Majority (56%) of adult population in the world use social media. In Kenya, social media is used by 47% of the adult population, thrusting the country as second highest in social media use in the continent. Although adults use social media, 7 in every 10 social media users are aged 18-35 years. Studies focusing on the effect of social media use on the youths have focused more on the negative consequences. This study examined the influence of social media use on the psychological well-being of the youths in Nakuru East Sub-County, Nakuru County, Kenya. The study specifically established the types of social media used, motivations for the use of social media and the time at which social media is used on one hand, and the psychological well-being of youths on the other hand. The study was guided by Theory of Planned Behaviour by Icek Ajzen (1985) and Theory of the Uses and Gratification by Blumler and Katz (1974). The study used the cross-sectional survey design, which engaged 244 respondents selected through stratified random sampling and purposeful sampling methods. The study used both qualitative and quantitative procedures of data collection, with questionnaires being the main instrument for collecting quantitative data. Qualitative data was collected through in-depth interviews. Data was analyzed using descriptive and inferential statistics with the aid of Statistical Package of Social Science (SPSS version 24). The study found that use of Twitter and Facebook were generally beneficial to the psychological well-being of the youth. However, the use of WhatsApp, YouTube and Video games were found to be detrimental to the psychological well-being of the youths. The study also established that use of social media for religious purposes, seeking information on health, posting personal photographs and connecting with intimate friends were generally beneficial to the psychological well-being of the youth. On the contrary, the use of social media to connect with friends was found to have negligible benefit to the psychological well-being of the youth. Regarding time of social media use, the study established that the use of social media in the morning, and in the presence of friends enhanced psychological well-being of the youth. However, the psychological well-being of the youth was undermined by the use of social media. The study recommends that the government, counselors, psychologists and other scholars guide the youth on appropriate type, motive and time of use of social media.

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ABBREVIATIONS AND ACRONYMS

BBM Black Berry Messenger

ICT Information Communication Technology

KNYP Kenya National Youth Policy

NACOSTI National Commission for Science, Technology and Innovation.

OSN Online Social Network

SNSs Social Network Sites

SPSS Statistical Packages for Social Sciences

CBD Central Business District

SM Social Media

INTRODUCTION

1.1 Background of the Study

Social media referred to the platforms used by people with similar interests, activities, backgrounds or real-life connections to engage and share their experiences (Boyd & Ellison, 2008). While acknowledging that society has throughout history interacted through some forms of social networks, Lenhart (2009) contends that such interactions were largely limited to particular individuals and were also restricted to particular geographical distances. Anderson-Butcher, Ball, Brzozowski, Lasseigne, Lehnert and McCormick (2010) hold that modern social media networking, that is largely powered by web-based technology, has enabled individuals from across the globe and diverse social backgrounds to interact. Modern web-based social media use is traceable to the early 1990s (Boyd & Ellison, 2008).

Pew Research (2017) showed that the pioneers of platforms were; Six Degrees, Asian Avenue, Black Planet, MiGente and Live Journal. A worldwide survey of the popularity of current social media sites found that Facebook, Twitter, LinkedIn, and YouTube were the leading social media sites, commanding a following of about 1.4 billion, with 200, 180 and 150, 120 active users respectively. Further, Pew Research reported that 56% of adults in the World have registered to one of the above social media. It was estimated that 90% and 80% of American and European adults used social media respectively. In Oceania, Middle East and Asia about 44%, 32%, 26% respectively of adults were regular users of social media. The country level, social media use was the highest in the United States where it was used by 74% of the adult population. Other countries with high social media use penetration among adult populations were Iceland, United Kingdom, Taiwan and Australia where about 73%, 69%, 67% and 61% of adult population who used social media respectively (Pew Research). In Africa social media use was restricted only to 21% of adult population. Social media use in Kenya was the second highest in Africa after South Africa where Social media penetration among adult population in Kenya was estimated to be 38% compared to 47% for South Africa (Pew Research, 2017). This reveals that social media use in Kenya is very high.

According to Digital (2017) in their studies showed that young people aged between 18 and 35 years accounted for 74% of social media users. The popularity of social media among young people was confirmed by a survey by Block (2016) on social media use

conducted in the United States, which found out that 60% of social media users were young adults aged below 35 years. Further, on average young people also spent more hours on social media unlike other age groups. This assertion was confirmed by Simon (2017), which established that youths spent an average of 2.5 hours on social media daily against other age groups that spent an average of 1 hour per day. Similar surveys in Russia, Philippines and South Africa found that while other age groups spent an average of less than 1hour in a day on social media, youths in these countries spent as much as 4.8, 4 and 3.2 hours on social media daily respectively (Simon, 2017). While Kenya was not among the countries covered in this survey, the fact that Kenya was only second to South Africa in Africa on social media use suggests that Kenyan youths also spent a significant amount of time on social media on a daily basis.

Kelly, Zilanawala, Booker and Sacker (2018) in a study, which focused on the use of social media by young people in the United Kingdom, found out that females spent more hours on social media use than males did. The authors found that 40% of females spent an average of 3 hours on social media per day against just 20% of males. In the study, as high as 96% of females were found by the survey to use social media compared to 88% of their male counterparts. Therefore, young people regardless of gender spent many hours on social media, as studies show. Further, Sara, Maria, Martín and Ferran (2018) in their study, explored the relationship between psychosocial profile and social media use habits among adolescent youths in Spain. The study found that 69.4% and 12.8% prevalence of social media use among female and male adolescents respectively.

Coyle and Vaughn (2008) in a study established that the youth used social media mostly for chatting, downloading and photography. Although majority of the youth use social media moderately it has been found that some youth were addicted to social media and hence habitually use them daily. Müller, Dreier, Besutel, Duven, Giralt and Wölfling (2017) in their examination of the intense and addictive use of social media sites among adolescent youths reported the rate of social media addiction to be 3.6% and 4.1% of girls and boys respectively. A research by Olafsson, Livingstone and Haddon (2014), which focused on use of online technologies among young people in selected Southern European countries, found social media use addiction to range between 15% and 24%. It was established in Spain that 21.3% of social media users were addicted to social media (Fundación, 2014).

In a study by Hussain and Arasad (2015), which examined the prevalence of social media networks addiction among Ethiopian youths, found that 21% and 17% of male and female youths respectively were addicted to social media. Berry (2011) in a study, found out that about 10% of college going youths experienced stress and anxiety. Additionally, Pantic, Damjanovic, Todorovic, Topalovic, Bojovic-Jovic, Ristic, and Pantic, (2012). conducted a study in Sweden, which reported that people aged 18-34 years frequently complained of psychological distress. Depression, anxiety, behavioural problems and irritability among others have also been reported in a study by Deb, Strodl and Sun (2015) among high school students in India. In addition, in their study in India, Kaur, Deepti and Lal (2014) sought to establish the causes of depression among the youth found that 16.5% of the college youths suffered from depression and other forms of psychological distress.

It's evident from the studies that youths were not only great users of social media but also some of them have become addicted to social media. From the Studies above there was a significant proportion of the youth around the world suffering from psychological distress. The study generated interest among researchers who attempted to establish the relationship between social media engagement and youths' psychological health. For instance, Chou and Edge (2012) established that heavy use of social media led to depression among undergraduate students. Further, in a study conducted in Serbia, Pantic *et al.,* (2012) found higher cases of depression among heavy users of social media. Similarly, Labrague (2014) also found a positive correlation between social media use and anxiety. Additionally, De Vries, de Graaf, & Nikken (2016) and (Utz & Breuer, 2017) in their study reported that heavy users of social media developed low self-esteem, stress and increased feelings of depression. The findings of the study therefore, confirm that social media can be detrimental to the users. However, the above findings were from studies that focused more on college and school going youths. Available literature suggested that social media was not only used by college-going youths but also out of college youths.

Apparently, most of the researches on the effect of social media on the youths have focused on the adverse consequences, which may suggest that the youths do not derive any benefits from social media use. The study took a different approach by examining both the benefits and dangers of social media on the youth. The study focused on the influence of social media use on the psychological well-being of the youth.

1.2 Statement of the Problem

Social media is a way of passing information through sharing similar interests' activities and real-life connections, the youths aged 18-35 years constitute over 60% of social media users. While different age groups use social media for various purposes, the youths tend to use it more for chatting with friends and relatives, entertainments, general sourcing and passing of information. Although majority of youths used social media moderately some youths spent many hours daily on social media. The major concerns by the research were the possible effect of such active engagement on social media on the youth's psychological well-being. The increased use of social media by the youth was notable, research have not been carried out to examine the effect of social media use on the youths. Whereas, much of the research on the effect of social media use among the youths has concentrated more towards the negative consequences of social media such as anxiety, depression, insomnia, lack of social skills among others. The much available research on social media use among the youths focused more on the negative consequences of social media use. The study therefore demonstrated the kind of effects the use of social media had on youths' self-acceptance, positive relations and autonomy in relation to the psychological well-being of the youths. The study addressed the use of social media on the basis of the types of social media used by youth, the motives of social media use and the time of social media use in relation to the psychological well-being of the youths. It is in the public domain, that the County Government of Nakuru installed free Wi-Fi, opening a door for accessibility of free internet especially the central Business District (CBD). The free availability of Wi-Fi has enabled free connection and interaction by the youth through social media. Therefore, this study focused on establishing how social media use influenced the psychological well-being of the youths, in relation to types of social media use, motives of social media use and time spent on social media, in Nakuru East Sub-County of Nakuru County, Kenya.

1.3 Purpose of the study

The purpose of the study was to determine the influence of social media use on the psychological well-being of the youths in Nakuru East sub-county, Nakuru County, Kenya.

1.4 Objectives of the Study

The general objective of this study was to analyze the influence of social media use on the psychological well-being of the youths in Nakuru East Sub-County, Nakuru County, Kenya.

1.4.1 Specific Objectives

The study anchored on the following specific objectives;

i. To examine the influence of the types of social media used on the psychological well-being of the youths in Nakuru East Sub-County, Kenya.
ii. To assess the influence of the motives behind social media use on the psychological well-being of the youths in Nakuru East Sub-County, Kenya.
iii. To explore the influence of the timing of social media use on the psychological well-being of the youths in Nakuru East Sub-County, Nakuru County, Kenya.
iv. To determine the social media usage on the psychological Well-being of the youths in Nakuru-East sub-county, Nakuru County, Kenya.

1.5 Research Questions

The study was guided by the following research questions

i. To what extent did the types of social media used, influence the psychological well-being of the youths in Nakuru East Sub-County, Nakuru County, Kenya.
ii. What were the motives behind social media use that influence psychological well-being of the youths in Nakuru East Sub-County, Nakuru County, Kenya.
iii. How did the timing of social media use influence the psychological well-being of the youths in Nakuru East Sub-County, Nakuru County, Kenya.
iv. How did the social media usage influence the psychological well-being of youths in Nakuru East Sub-County, Nakuru County, Kenya.

1.6 Scope of the Study

The study was confined to the youths in Nakuru East Sub-County, Nakuru County that constituted five administrative wards. Thematically, the study focused on the types of social media used, the motives behind social media use and the timing of social media use on one hand and their influence on psychological well-being of the youth. Although there were several social media platforms, the study was confined to Facebook, Twitter, WhatsApp and YouTube and video Games for the types. The motives behind social media use were examined in the context of entertainment, socializing, business and

professional engagements. The timing on social media use was examined in the context of amount of time spent on social media, the time individuals preferred for social media use and the frequency of use of social media. Although there could have been several psychological problems associated with the use of social media, the study was confined to stress, insomnia, anxiety and addiction in the use of social media. The study examined and assessed the psychological well-being of the youths with respect to self-acceptance, positive relations and autonomy.

1.7 Significance of the Study

Although social media networking as a phenomenon has existed since the emergence of society, human beings always sought to live in social environments. The proliferation of social media use and their perversion is an everyday practice and has in many ways affected how different age groups manage their affairs. Currently, over half of the world's population regularly uses social media, with the youths constituting majority of the users. The rapid growth of social media has seen it penetrate all forms of human social interactions including entertainment, socializing, entrepreneurship and professional engagement. The study was informed by the need to understand influence of social media use in relation to the psychological well-being of the youths.

1.8 Justification of the Study

The study was done in Nakuru East Sub-County, Nakuru County. The County Government of Nakuru installed free Wi-Fi, launched on 30th March 2014 leading to availability of free internet to the public. Although there are no empirical data on social media use in Nakuru County, this availability of free internet service to the public especially in Nakuru town has undoubtedly contributed to a surge in social media use in the County. The official launch of free Wi-Fi enabled unrestricted internet connectivity which made it easy for individuals to use social media in different areas in the County. The availability of free Wi-Fi and other subsidized Wi-Fi's such as SURF-Express Wi-Fi by Facebook enables some of the youths to gather and sit together in groups to use these Wi-Fi in Nakuru County.

The study would benefit the ministry of Information Communication and Technology (ICT). The (ICT) received the up-to-date and useful information on the performance of regulation developed to help minimize the adverse effect of (ICT) on the users. Additionally, the results of the study would be useful to the Ministry of Youths towards

developing and rolling out counseling programs aimed at promoting responsible use of social media among the youths in the categorized age groups. Professional counselors might use the findings of the study to offer guidance, counseling and support to youths' on how to overcome adverse effects of social media use and embrace social media habits that promote their psychological well-being.

1.9 Assumption of the Study

The research assumed that there were enough youths using social media sites and that the youths were accessible for data collection, in Nakuru East Sub-County, Nakuru County, Kenya. Further, the research assumed that Social media use affected or enhanced the psychological well-being of the youths in different ways that needed to be addressed by the study. The study also assumed that the youths were using different social media sites at different times and for various different purposes. The study also assumed that the youths would make deliberate choices to answer the questionnaire and that they would agree to be interviewed to facilitate in Data collection within the given period of time.

1.10 Limitation and Delimitation of the Study

The study faced a number of challenges which the researcher attempted to overcome so as to allow smooth completion of the study. Some of the respondents were unwilling to participate in the study as they could not understand why the study was being conducted. The researcher explained to the respondents the purpose of the study which was purely for academic purposes and also informed them not to disclose their identity. The researcher further faced the challenge of possible false information from the respondents which could affect the findings. This possibility was countered by the researcher explaining to the respondents the importance of the study and that the findings of the study would be shared to any willing respondent**.** The respondents made deliberate choices to answer the questionnaire and interviews concerning social media use which facilitated in data collection.

1.11 Definitions of key Terms

The following terms were operationalized in the study:

Counselor: An individual who engages a client in a helping process aided by a professional relationship and use of skills and techniques.

Motives: This is the reason for doing something: that which causes a response to a particular or certain behavior.

Psychologically motive is something that causes an individual to acts or behave in order to reach a goal or a desired endpoint. This is the physiological arousal which influences behaviour

Psychological Wellbeing: Deci & Ryan (2008) define psychological well-being as a state in which an individual feels happy and functions optimally. Ryff & Keyes (1995), identified three components of psychological well-being namely self-acceptance, positive relations and autonomy.

Social Media: Referred to the way people interact with each other by creating, sharing, and/or exchanging information and ideas through internet-based platform (Machold, Judge, Mavrinac, Elliott, Murphy, *et al.*, 2012).

Social Media Networking: Boyd and Ellison (2008) defined social media networking as a platform used by individuals to build social relations among people who share similar interests, activities, backgrounds or real-life connections. Kaplan and Haenlein (2010) created a classification scheme of social media, with seven different types of social media.

Social Media Platforms: These are Websites technology that enables development and development of social media solutions and services. They provide the ability to create social media websites and services which completes network functionality. Social media platforms enable communities, sharing of content, adding friends, setting privacy controls and other social media network features

Youth: The Kenya National Youth Policy KYNP, (2018) document defines, youth as a person of age bracket between 18 and 35 years. According to the Kenyan constitution (2010), defines youth as those persons aged between 18 and 35 years in (Article 55).

1.12 Summary of the Chapter

In this study, the background discussed on the influence of social media use on the psychological well-being of the youth in Nakuru East Sub-county, Nakuru County, Kenya. Social media was defined as a networking platform used by individuals to build social relations among people who share similar interests, activities, backgrounds or real-life connections, while exchanging information. Social media is used by individuals of all walks of life for various reasons in different setups and at different times. Similarly, the chapter highlighted the following; statement of the problem, purpose of the study objectives of the study, research questions, scope of the study, significance of the study justification of the study, assumption of the study, limitations and delimitations of the study and definition of key terms.

CHAPTER TWO
LITERATURE REVIEW

2.1 Introduction

The chapter focused on the theoretical and empirical literature related to social media use as presented in review of literature, types of social media used, the motives behind social media and timing of social media use and empirical literature on psychological well-being in regard to problems and benefits of social media use by the youths. The study was anchored on Theory of Planned Behaviour and Uses and Gratification Theory. The study also presented the theoretical and conceptual framework.

2.2 Theoretical Review

This study was guided by Uses and Gratification and Planned behaviour theories. The theory of Uses and Gratification was used to explain the aspects of the study that examined type of social and motive of social media use on one hand and their influence on psychological well-being of the youth on the other hand. Theory of planned behaviour was used to inform aspects of the study that examined the influence of timing of social media use on the Psychological Well-being of the Youth.

2.2.1 The Theory of Uses and Gratification

This theory was developed by Blumler and Katz (1974), which explains how individuals use the media for personal need and gratification. This theory is based on the following five assumptions; one that media use is goal directed, which implies that people are motivated to consume media. Second, media is selected based on the expectation that it will satisfy specific needs and desires. Third, media influence on behaviour is filtered through social and psychological factors. This means that the choice of media of media is determined by users' personality and context, which also influence the interpretation of media messages. Fourth, media are in competition with other forms of communication for an individual's attention. For instance, an individual may choose to have an in-person conversation about an issue instead of reaching others through social media. Fifth, people are usually in control of media and therefore are not particularly influenced by it.

The uses and gratification theory, explains that individuals use media as a source of entertainment, knowledge, awareness and interaction. The theory holds that audience determines the kinds of effect media has on them. Although some forms of media are designed to elicit particular responses, the theory maintains that media users can interpret

the messages in many ways. This theory was used to explain the study objectives that focused on type of social media use and motive for social media use. The theory argues that media users aim at a particular goal, which demands of them to undertake the selection of media communication in a way that meets their individual needs. In the context of the present study, it implies that the type of social media adopted by the youth was one that best met their communication needs.

According to Nyambuga (2014), youth use social media of different platforms for satisfaction of different activities. The theory places satisfaction of needs as the most significant function of media in society. The study acknowledges that the youth used the media to satisfy different needs. These needs are manifested in their motives in use of social media. This study held that whether psychological well-being of the users was enhanced or undermined depended on the type of social media used and motive for social media use.

Although uses and gratifications theory remains popular in media research, it has faced a number of criticisms. Shiau and Luo (2013) fault the theory for downplaying the importance of media. As a result, the theory overlooks the way media influences people, especially unconsciously. Further, theory is also criticized for characterizing all media audience as active only. It is observed that some audiences are neither passive nor active. Moreover, critics argue that uses and gratifications is too broad to be considered a theory, and therefore, should only be considered an approach to media research.

As observed earlier, this theory was used to inform aspects of the study that examined the influence of type of social media use on the psychological well-being of the youth as well, and the influence of motive of social media use on the psychological well-being of the youth. This study adopted additional theory called theory of planned behaviour to explain aspects of the study that focused on the influence of time of social media use on the psychological well-being of the youth.

2.2.2 Theory of Planned Behaviour

The theory is attributed to the works of Azjen (1985) who argues that people's behaviors are guided by individual attitudes, social influences and self-control. The main arguments of this theory are as follows: First, that individual behavior is directed by three factors: beliefs about the likely consequences of the behavior and the evaluations of these consequences (behavioral beliefs), beliefs about the normative expectations of

others and desire to conform with these expectations (normative beliefs), and beliefs about the presence of factors that may enhance or undermine performance of the behavior and the power of these factors (control beliefs). Second, that behavioral beliefs result in a pleasant or unpleasant attitude toward the behavior; the outcome of normative beliefs is either social pressure or subjective norm; while control beliefs results in perceived behavioral control. Third, that the more positive the attitude and subjective norm, and the stronger the perceived control, the greater should be the individuals' desire to perform the behavior in question. Fourth, that sufficient degree of actual guidance, over the behavior, it is expected of individuals to fulfill their desires at the earliest opportune time.

This theory was used to explain aspects of the study that focused on the influence of time of social media use and psychological well-being of the youth. The theory holds that the degree to which significant individuals (normative belief) such as friends, colleagues and relatives among others are tolerant towards a particular behaviour influence the continuation or discontinuation of the behaviour. In the context of this study, it was held that the time at which the youth engage in social media was determined by whether significant others (friends, relatives, peers) tolerant the use of social media at the time. Therefore, the time at which the youth will engage their friends, relatives, parents and other significant others through social media is the time they consider appropriate. For instance, the youth might engage their friends through social media at night, but their work colleagues and parents during the day depending on their tolerance towards those hours. Further, how long a youth engages in social media is also determined by the significant others' tolerance. For example, friends and peers might tolerant being engaged for long hours. However, parents and relatives may prefer being engaged for a short time.

It was in the argument of this theory that whether perceived behavioural control interferes with individuals' intentions depended on the extent to which individuals feel they can engage in these behaviors. As previously observed, perceived behavioral control was determined by the extent to which people understand themselves as having sufficient knowledge, skills, discipline, and belief in the performance of certain acts, referred to as internal control. It is held here that disciplined, skillful and knowledgeable youths embrace the timing of social media engagement that promote rather than undermine their psychological well-being. However, youth without internal control succumbs to the

pressures of social media, thus engagement in social media at inappropriate time and hours thus undermining their psychological well- being.

2.3 Review of Empirical Literature

2.3.1 Types of Social Media Used by the Youths

Machold, Judge, Mavrinac, Elliott and Murphy (2012) referred to social media as the way people interact with each by creating, sharing, exchanging information and ideas through internet-based platforms. The estimated number of social media users was 3.77 billion globally however, the use of social media in the developed world stood at 81% against 41% in the developing countries (Digital, 2017). Although Digital, has not stated why social media use is more in the developed world than in developing countries in Africa, it was the contention of the study that cost of internet and civil liberties may have led to greater access in the developed world than in the developing countries. Further, major global internet providers are in developed countries a prerequisite to cheaper access to social media, hence the popularity of social media use in the developed countries. Political repression in some developing countries especially in African and Middle East countries led to shut down of many social media sites. The shutting down was due to fear of exploitation by civil society organizations and opposition politicians to propagate political ideologies against dictatorial regimes. Limited access to internet contributed to less use of social media in developing countries as for the case where social media use in America recorded 74% of the adult population compared to 21% of Africa who had access to social media, Pew Research (2017).

A study by Kaplan and Haenlein (2010) classified social media into seven different types of social media namely collaborative projects, blogs and microblogs, social news networking sites, content communities, social networking, virtual game-worlds and virtual social worlds. While this study appreciated the work of Kaplan and Haenlein (2010) it was of great importance to note that the authors' contributions were limited to the types of social media that exists. The study extended the understanding of social media by establishing which of the above types of social media were preferred by young people and the possible reasons behind their preference for various social media sites.

Digital (2017) acknowledged that adults also use social media although it has been established that the youth constitute the highest proportion of all social media users. The survey by Digital noted that young adults aged between 18 and 35 years accounted for

74% of all social media users around the global. In Kenya, a study by Kimeto (2016) examined social media use among young couples in Lang'ata constituency of Nairobi County and found out that over 50% of young people were using social media. The findings by Digital (2017) and Kimeto (2016) were relevant to the study since they confirmed the youths as the greatest users of social media. The study was premised on the fact that youths are the greatest users of these platforms hence the significance of an enquiry into how their psychological well-being is affected by social media use.

In their study which examined social media use among college going youths, Peter, Schouten and Valkenburg (2006) found that a higher proportion of male than female used social media. However, a study by Kimeto (2016) examined that social media use among young couples Lang'ata Constituency of Nairobi County, indicated that 70% and 45% of females and males were using social media respectively. The study contended that different gender preferred to use different types of social media and therefore inclusion different genders of youths were included in the study that established that there was gender dimension on the types of social media sites.

A study by Nadkarni, Ashwini and Hofmann (2012), which examined the number of social media network sites used by adolescents and youths, showed that some of the youths used one social media site while others used multiple social media sites. Nadkarni, *et al* revealed that 10% of the respondents used a single social media network, 42% used two, 26% used three, and 22% used more than three social media networks. The decision by people to use more than one social media platform was indicative of the need for more studies on the effects of social media used on the psychological well-being of the users. It was in the position of the study that individuals have reasons and motives behind their decision to use multiple social media networks. It was necessary to establish how individuals who used one or multiple social media networks were affected by the social media. It was therefore necessary for the study to examine whether the number of social media sites used has any bearing on the nature of psychological well-being of social media users.

A study by Schlereth, Christian, Barrot, Bernd, and Carsten (2013), established that different social media platforms were used for different purposes. Twitter, Facebook and MySpace, Personalized Blogs and LinkedIn were used for social networking, personal motives, personal thoughts and viewpoints and professional purpose respectively. It was

possible as suggested by the documented studies that different social media were used for different purposes. The documented studies however, did not state how different social media sites affected the psychological well-being of the users.

A study by Györgyi (2018), conducted in Hungary and focused on teenagers and their use of social media, discovered that 97% of the interviewed subjects were using Facebook. The study also found that 77%, 69% and 51% of the teenagers used YouTube, Skype and Viber services respectively. It was established that 42% and 25% were using Google+ and Instagram respectively. In another study done in Malaysia by Yazriwati, Nor, Roslina, Nurazean, Haslina and Suriayati (2018) found that the most popular social media site used were Instagram, Facebook and twitter, which accounted for 40%, 21% and 15% respectively. Other social media networks had a combined use of 24% among the youths and adolescents. The documented studies showed Facebook and Instagram as the most popular platforms among adolescents in Europe and Asia respectively. Studies by Vuyisile (2014) in Swaziland and Ashiekpe (2017) in Nigeria found that most of the adolescents and youth preferred Facebook than any other media platform. For instance, Vuyisile (2014) in a study done in Swaziland reported that majority of the youth covered in the study used Facebook. In particular, Facebook was used by of 41% of the youth. Other social media sites such as Whatsapp, Mxit, Twitter, Youtube, and Instagram and BlackBerry Messenger (BBM) were used by 24%, 15%, 4%, 2% and 2% respectively. Similarly, a study by Ashiekpe (2017), which was conducted in Nigeria, found that Facebook and Youtube were the most preferred social media by adolescents and youths. Facebook and YouTube were used by 25.8% and 17.7% of the adolescents and youths covered in the survey respectively. The study also found that My Space, WhatsApp and 2go were used by 4.4%, 15.3% and 8.5% of the respondents. Other social media sites other than the ones already named here were used by 6.9% of adolescents and the youth covered in the study.

In Kenya, a study by Nyambuga (2014), which examined how the youth used social media for leisure activities, found that students mostly used Facebook and Twitter, which accounted for 84% and 16% respectively of the social media sites used. Further a study by Kimeto (2016) discovered that 39% of the respondents used Facebook. This was followed by Instagram (32%), Twitter (12%), LinkedIn (7%), Myspace (5%), Google (3%) and Bebo (2%). It is evident from the documented studies that majority of social media users Facebook, Instagram, Twitter and WhatsApp are the most used social media

sites not only by the youths but also other age groups. However, the above documented study has not indicated how social media use affected the psychological well-being of the users. Therefore, the study established the types of social media used by the youth and their effects on the well-being of the users.

2.3.2 The Motives behind Social Media Use

People have different motives behind their use of social media. Newman and Levy (2013) noted that social media was used as a source of news. For instance, countries like Spain, Denmark, and Sweden, have about 40% of their adult population relying on social media for news. Further, 75% of adults in France and Italy also sourced news from social media. Rainie and Wellman (2017) in their research, which was focused on the use of internet and social media in the United States found that, 81% of the users go online for news and weather. Sports and entertainment news account for 52% and 41% of individuals' online engagement respectively. The Survey also found that 75% of people got their news forwarded through e-mail or social media posts, whereas 37% of people shared a news item via Facebook or Twitter. Although majority of the respondents surveyed by Rainie and Wellman (2017) relied on social media for news, the authors further reported that 27% of the respondents doubted about the authenticity and accuracy of news sourced from social media.

A study by Lyndon, Bonds-Raacke and Cratty (2011), which focused on this area found that majority of individuals surveyed believed that their partners were using social media platform to solicit for romantic relationships outside their current relationships. Analysis of the effect of social media on relationships was examined in the context of what individuals perceived as the motive behind their partners' engagement with social media. Bonds-Raacke and Cratty also found out that some individuals felt their partners were using social media platform to reach out to their former romantic partners; a situation that made concerned individuals feel dejected and hopeless in their relationships. It's possible as suggested by the above study that individuals could attempt to reach their former acquaintances through social media. However, the results of the above research were grounded on perception of what the respondents believed that their partners used social media to solicit for romantic relationships outside. It was necessary to specifically establish from users of social media whether they attempted to or actually solicited romantic favors either from former romantic friends or new friends. The study therefore

sought to establish from the respondents whether they have actually used social media to reach out to former romantic friends or sought new romantic relationships.

Self-presentation was yet another motive behind individuals' engagement with social media. A research by Chua and Chang (2016) established that people modify their self-presentation on social media to match the one portrayed by their friends. The research also established that individuals compare themselves with their friends on social media and project themselves in certain ways that win acceptance from their friends. In a related study, Chen (2015) found that a significant proportion of social media users especially Facebook spent considerable amount of time correcting their image or personality especially where certain comments appeared negative. It is possible as suggested by Chua and Chan that people can use social media to present the kind of image of themselves, they would want the public to have. Chen noted that Individuals felt panned emotionally when rejected and criticized by online friends.

Marino, Vieno, Moss, Caselli, Nikčević and Spada (2016), established that social media was used by some people to regulate their moods. Their study, examined whether social media users, used social media to regulate their moods, and found out that a higher percentage of study participants, observed that they resort to online friends when they want "To forget their worries and to make themselves better when they were down". An earlier study by Louis (2010) which examined the link between hours spent on social media and motive of social media use among young people reported that a greater proportion of the respondents used social media to escape certain psychological experiences such as those arising from relationship breakup.

Although most of the studies have reported that social media use in romantic relationships was detrimental to the stability of these relationships, some studies have found that in fact social media could be beneficial to these relationships. For instance, a study by Papp, Ewicz and Cayemberg (2012)), which explored the influence of expression of affection on Facebook on stability of romantic relationship among college students found these expressions to be very helpful in the maintenance and development of the relationships. It was indeed true that positive appraisal of a romantic partner in whichever means possible potentially cement the relationship as alluded to by the above study. It was, however, important to observe here that the above study focused on pre-marital relationship whose experiences and characteristics are far much different from

that of a marital relationship. It may be thus necessary to extend this inquiry into a marital relationship.

Social media was also used by individuals to maintain relationships as a study by Schaefer (2008) from University of Karlsruhe, Germany revealed in survey to identify the motives behind the use of Online Social Network (OSN) sites among people. The sample consisted of 284 subjects and was administered to the Internet questionnaires. The main motives were for maintaining contacts. The other main reasons were managing existing contacts, communication, establishing self-integrity and for entertainment (Subrahmanyam, Reich and Waechter, 2008). The present study supported these findings as it stated that the students use (OSN) sites for maintaining friendship, as means for time passing, to maintain relationship with family and for socializing with others. The other important reasons include as a means for forgetting personal problems and for social disclosure.

Teens can also use these sites to express creativity and share their creation O'Keeffe and Clarke- Pearson (2011). These teens can post their writing, music and other artistic pieces on different social media platforms. Feedback on these pieces allowed them to develop their creative talents and facilitated interaction with those who have similar talents or interests. In addition, teens used social media to work on school projects with their classmates. According to the study by Clayton, Nagurney and Smith (2013), showed that interpersonal electronic surveillance was used by social media users who were in shorter or newer relationships. Social media was also used by selected individuals to spy on the social media engagements of their intimate partners.

Social media was also used by organizations for a variety of purposes. For instance, employers scrutinize prospective employees' applications through social media profiles to ascertain their suitability for the jobs (Burke for Silicon Republic, and Elaine, 2013). A number of prospective job applicants have lost out due to the kind of information contained in their social media profiles. A survey conducted by Burke for Silicon Republic, and Elaine (2013), which involved 17,000 participants aged 16-34 years established that 10% of the job applicants were unsuccessful because of the online comments they made on social media websites.

2.3.3 The Time of Social Media Use among the Youths

In Philippines, it was established that youths spent about 4 hours daily on social media (Digital, 2017). However, they spent as much as 9 hours on the internet on a daily basis for various reasons. Wang, Chang and Liang (2011), in a study conducted at the University of Wales in the United Kingdom established that 31.0% of the undergraduate students visited their social media sites every hour. Further, 22.3%, 22.0% and 15.4% of the students visited online every two hours, daily and weekly in that order.

Harhettai (2007) conducted a study in the United States at the University of Illinois; Chicago and revealed that youth spent an average of 2.2 hours on social media daily. Although majority of youth use social media moderately it has been shown that some youths spent many hours daily on social media (Simon, 2017). Simon found that youths spent 4.8 hours and 3.2 hours in Russia and South Africa respectively. Although both males and females used social media for hours, studies have shown that females outdo their male counters on the number of hours they engaged in social media. For instance, Kimbrough, Guadagno, Muscanell and Dill (2013) found that females spent about 3 hours on social media compared to 2.5 hours spent by males. Similarly, a study by Kimeto (2016) revealed female respondents spent much more time per visit compared to their male counterparts. In particular, the study established that 60% of female respondents spent more than 30 minutes on social media per visit, compared to 34% of male respondents.

A study conducted in Malaysia by Mohammed, Indang, Hasanain, Mohammed and Mohd (2018), established that 76.4% of the students used social media in the evening. The use of these networks at night was done by 72.1% while 71% of the respondents who conceded that they used social media while in bed at night. Shimaa, Hala and Aliaa (2016*)* in their study, which focused on in Egyptian and Malaysian medical students at Tanta University, Egypt, established that 26.9% of Egyptian students compared to only 15.5% of Malaysian frequently used social media late in the night. In Kenya a study by Nyambuga and Ogweno (2014), found that 72% of the respondents visited social media sites any time, 17% of the respondents did so mostly in the evening and 11% of the respondents did so mostly in the morning.

2. 3.4 Psychological Well-being Problems Associated with Social Media Use

Insomnia and sleep disturbance remain one of the problems experienced by use social media especially among individuals who have a tendency of using social media at night. A study conducted by Yvonne, Afshin, Cara, and Amanda (2018) in Britain focusing on mental problems associated with social media use in adolescence found that majority of young people who used social media at night complained of short sleep and sleep disruptions. Similarly, Lemola, Perkinson-Gloor, Brand, Dewald-Kaufmann and Grob (2015) in their study on students of University of Pittsburg reported an association between late night use of these media and insomnia.

Liu, Wu and Yao (2016) in their study, which sought to establish whether there was an association between watching media in adolescents and children and depression reported a positive and significant relationship between social media use and depression. Additionally, Pantic, Damjanovic, Todorovic, Topalovic, Bojovic-Jovic, Ristic and Pantic (2012), in their study of the influence of the amount of time spent on Facebook on depression among high school students in Serbia reported a positive correlation between the times spent on social media use and depression. A study conducted by Verduyn, Ybarra, Resibois, Jonides, and Kross (2017) established greater incidences of anxiety among heavy users of Facebook. Further, Rosen, Whaling, Rab, Carrier and Cheever (2013) in their study on social media usage among students found that majority of the users showed signs of depressive disorder such as narcissism, antisocial personality disorder, and compulsive behaviour. Pantic (2012) who studied the relationship between the number of hours spent online and depression among high school students reported positive relationship between the two.

McLaughlin and King (2015) in their examination of the prevalence of anxiety and depression in adolescents found that a significant proportion of social media users experienced online harassment. This clearly shows that social media users experience harassment and violence. In addition, a study done by Carroll and Kirkpatrick (2011) reported that over two thirds of girls nationally had adverse encounter on a social networking site. Further, Lenhart, Purcell, Smith and Zickuhr (2010) found that some teenagers experienced cases of increased anger and can thus easily engage in violent conflicts due to Facebook use. Harassment and violence through these media are prevalent in the form of cyber bullying. Therefore, this suggests that individuals use these media as an avenue of threatening, harassing and even humiliating others. Lenhart

(2007) in an examination of the prevalence of cyber bullying among teenagers in California, in the United States established that 23% of teenagers and adolescents received from their peers through social media sites. The author observed that Cyber bullying led to increased cases of psychological distress than normal bullying. Further, Kowalski (2009) have revealed that cyber bullying has also led to fatal incidences such as suicides or attempted suicides. Relationship abuse or harassment includes continuous messaging; harsh comments on a friend's online page (Clifford, 2009). There was increased use of mobile phones, networking websites and instant messaging to spy, giving threats and harassing of intimate partners. It is estimated that 30% of teenagers experienced message overload from their partners hourly (Liz Claiborne, 2014).

Clifford (2009) noted that youths have often used them to exchange nude photographs voluntarily while others pressured by their social media friends to send nude photographs of themselves to friends. The propagation sex and immorality in social media has also been done through online sexual predation. Collins and Shaw (2011) defined sexual predation as an act or situation an adult makes sexual advances to a minor with the prime objective of engaging in sexual activities with the minor. Youths have also exploited online media to indulge in sexual solicitation. For example, Wolak, Mitchell and Finkelor (2006) examined the prevalence of online sexual solicitation among youths showed that between 13 and 19% of the youths had engaged in sexual solicitation in the six months preceding the study. Similarly, a study by Cox (2016) focusing also on the prevalence of sexual solicitation among adolescents and youths found that 16% had solicited sex from their social media friends in the past one year preceding the study. The study also established that 8% of the youths who had been solicited for sex through online were willing to engage in sexual intercourse with a person that had only met offline. In a study that examined the social networking on adolescents' psychological state Labrague (2014) found that regular use of Facebook friends resulted in emotional distress.

Social media also undermined individuals' social skills and ability to maintain relationships. For example, studies by Nie and Erbring (2014) conducted in Denmark which focused on the influence of online media use on the quality of relationships found that a lot of people engaged on social media for many hours thus leaving them with very little time to interact with friends and family members. Further, a study by Nyland, Raquel and Jason (2007) done in France found out that the number of hours individuals

Social media also undermined individuals' social skills and ability to maintain relationships. For example, studies by Nie and Erbring (2014) conducted in Denmark which focused on the influence of online media use on the quality of relationships found that a lot of people engaged on social media for many hours thus leaving them with very little time to interact with friends and family members. Further, a study by Nyland, Raquel and Jason (2007) done in France found out that the number of hours individuals spent on social media has resulted in conflict in intimate relationships, feelings of exclusion and concealment, lower commitment, lower feelings of passion and intimacy. Similarly, Selfhout, Brantje, Delsing and Meeus (2009), in the United States sought to examine how individuals felt about the kinds of status their partners have posted on their Facebook page reported that majority of the partners felt jealous, angry, disgusted, and hurt when their romantic partner had no photos or confirmation of their relationship on their Facebook page leading to conflicts and break up of relationships.

Lou, Yan, Nickerson and McMorris (2012), found that majority of social media users felt lonely and excluded when unable to connect with their social media friends. Therefore, excessive use of social media resulted in psychological problems among its users. In addition, in their examination of the relationship between Facebook and the well-being of undergraduate college students Kalpidou, Costin and Morris (2011) found a significant percentage of social media users were developing diminished self-image due to their tendency to compare themselves with others. Similarly, Zuo (2014), sought to understand the association between online social comparisons and individuals' self - concept and found that the tendency by social media users to socially compare themselves resulted in diminished self-esteem in majority of the social media users.

2.3.5 Psychosocial Benefits Associated with Social Media Use

Deci and Ryan (2008), conceptualizes psychological well-being as a state in which an individual feels happy and functions optimally. Carol and Corey (1995) identified three components of psychological well-being namely self-acceptance, positive relations and autonomy by the social media users. Individuals with high self-acceptance have positive attitude to self, acknowledge their strengths and weaknesses to self and feels positive about their past. Nonetheless, individuals with low self-acceptance are dissatisfied with self, are disappointed with their past and are troubled about certain personal qualities. Individuals may also have high or low positive relations with others while individuals with high positive relations with others are warm, trustworthy, empathetic and

reciprocal. Individuals with low positive relations with others are isolated, frustrated, uncompromising and unable to maintain interpersonal relationships. Similarly, individuals may also have high or low autonomy. Individuals with high autonomy are independent, resistant to social pressures and self-regulating. Individuals who suffer from low autonomy are judgmental, indecisive and pessimistic.

Studies have shown that social media enables people to support one another, inculcate pro-social behaviour and build relationships. For example, Tang, Chen, Yang, Chung and Lee (2016) in their study, which focused on online support among other things, found that online socializing under moderate conditions can improve the social and interactive skills of social media users.

Adachi and Willoughby (2012), sought to establish whether video games promoted positive youth development found that these games enhance individuals' cooperation and problem-solving skills despite the many problems they are associated with. Additionally, a systematic review by Le Blanc, Chaput, McFarlane, Colley, Thivel, Biddle, and Tremblay (2013) on the active video games and health indicators in children and youth reported that playing active video games may even help increase health-promoting physical activities for the participants.

Social media is also important in strengthening social relations among individuals. Bonetti, Campbell and Gilmore (2010) in their research which examined the association between loneliness and social anxiety with adolescents' online engagement communication found that social media use widened individuals' social relationships. The study further reported that socializing through social media may lead to decrease in feelings of loneliness thus enhancing their wellbeing. Kowert, Domahidi and Quandt (2014) also discovered that social media sites help compensate for social media users' low social skills, in the sense that it accords them the opportunity to realize social relationships goals. Some studies have found that in fact social media can be beneficial to these relationships. For instance Papp, Danielewicz and Cayemberg's (2012), study in the United States explored the influence of expression of affection on Facebook on stability of romantic relationship among college students found these expressions to be very helpful in the maintenance and development of the relationships.

Studies focusing on the benefits of social media to intimate relationships have also found that it is beneficial to marriages. For example, Hand, Thomas, Buboltz, Deemer and

Buyanjargal (2013) in the United States found that majority of married couples felt closer to their spouse because of exchanges they had through social media. Further, a study by Helsper and Whitty (2010) in Croatia found that some married couples resolved their differences through social media exchanges. Although social media can indeed be helpful in resolving differences, the authors have not stated the kinds of differences that are resolved through social media as well as the differences that were caused by the use of social media hence the need for more studies on this subject. Social media can be a vital avenue for emotional support to teenagers and young adults. For example, Wang, Tchernev and Solloway (2012), found that lonely individuals resorted to social media for emotional support. Correa, Hinsley and Amber (2009) examined the impact of the number of hours spent online on emotional stability found that social media users were open about their social media use to be emotionally stable. The findings of this study implied that individuals used social media as a source of emotional support.

Individuals, especially the youth also use social media to seek for professional and career guidance. Karpinski, Kirschner, Ozer, Mellot and Ochwo (2013) discovered that college students use Advice networks to obtain information that guide them in solving academic and career related problems. Indeed, the authors established that students who used advice networks to have better learning outcomes thus suggesting that the use of these networks resulted in improved academic performance.

Social media is also used by individuals to seek information on health issues. It has been established that young people use social media to seek counseling services on relevant health issues. For example, Lenhart (2010) found that about 31% of teenagers and adolescents use online searches to gain answers to many of their health concerns. The study also established about 17% of teenagers use social networks to seek services on issues such as sexual health and drug use (Lenhart, 2010). Similarly, a study conducted among adolescent patients with problems of obesity, found that many adolescents sought help through social media on how to manage their conditions (Holmberg, Berg, Dahlgren, Lissner, Chaplin, 2018). Patton, Sawyer, Santelli, Ross, Afifi, Allen, Arora, Azzopardi and Baldwin (2016), focused on the wellbeing of adolescents found that majority of young people depended on social media for information on health and constantly seek advice from experts on issues pertaining to their health. These findings have clearly outlined that youths, use social media to source for information concerning their health. This could as well as be interpreted that youth could feel more secure and

independent to seek help concerning health especially those that are of concern like obesity rather than visit the health facilities,

2.4 Conceptual Framework

The independent variables were type of social media, motives of social media use and time of use of social media, examined in the context of networking sites, virtual game-worlds, blogs and content communities. Motives for the use of social media were understood with regard to source of news, relationships connections, source for information and personal exposure. Time for social media use was explained in the context of time span- duration, frequency-number of visits and the time of use - morning or evening, day or night, daily or weekly. Psychological wellbeing was the dependent variable for the study. Psychological well-being of the youths was understood in reference to self-acceptance: trustworthiness and reciprocity, positive relations: strengths and weakness and autonomy: resistance to peer pressure. Conceptual framework for the study was presented in Figure 2.1.

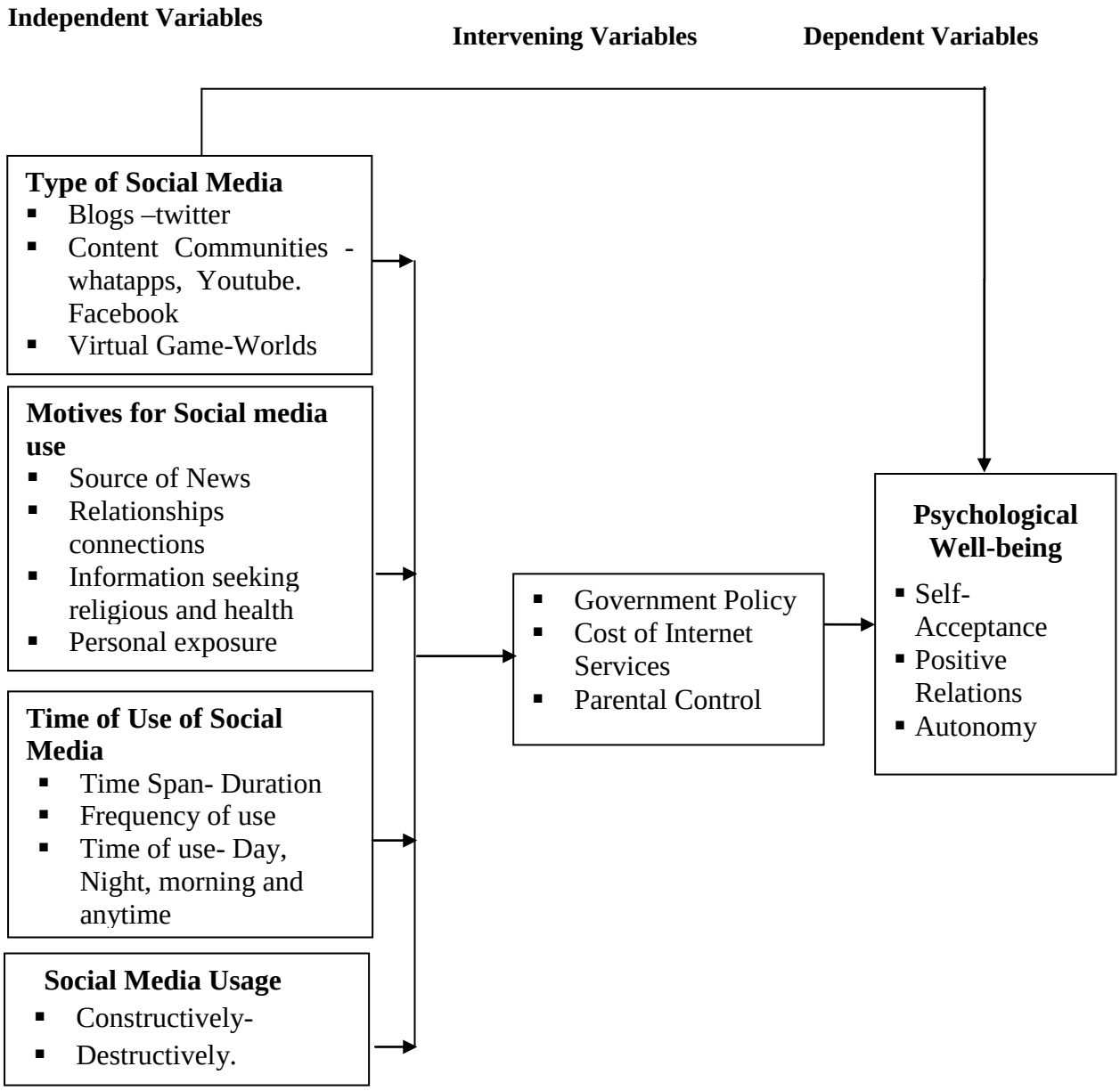


Figure 2.1: Conceptual Framework

2.5 Research Gap

The literature shows that the youths use social media to source for information on various issues, such as news and health as well as to connect with friends and relatives. Some of the youths used social media, moderately, while others may use the social media for long hours.

Therefore, the youths use different types of social media with various motives and on certain duration of time. The study sought to determine the effects of social media use on Psychological Well-being of the Youths in Nakuru East Sub-County, Nakuru, County.

2.6 Summary of Chapter

The chapter focused on the theoretical literature anchored on Uses and Gratification Theory by Blumler and Katz (1974) and Planned Behavior Theory by Icek Ajzen (1985). The Empirical literature as based on social media use in relation to types of social media used, the motives and time of social media use and the psychological well-being in regard to problems and benefits of social media use by the youths as presented in Conceptual Framework as well as proposed research gap.

CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Introduction

The chapter presented the following, Research design, Location of the study, Target Population, Sampling Methods and Sample Size, research instruments, Validity and Reliability, Data Collection Procedures, Data Analysis Procedures, and Data Management and Ethical Considerations

3.2 Research Design

The study used cross-sectional survey design. This design gave the researcher the latitude to use either the entire population or a subset of the population (Jackson, 2003). The study used a subset of the population, which constituted carefully and objectively selected individuals from various wards. Data was collected from these individuals who aided the study to answer the research objectives. Cross-sectional survey design was suitable for study that sought to present the respondents with a series of statements to respondent. Jackson noted that the design is preferred because it is less expensive when used to collect information for a large population. According to Saunders *et al.*, (2007), cross-sectional survey design was suitable where attitudes and opinions of respondents towards a given phenomenon were being sought. In this case, the study sought the opinions and attitudes of various respondents in the study area on specific aspects of social media use and the psychological well-being of youths. Cross-sectional survey design was preferred since standardized questions that elicit standardized responses were needed (Sandhursen, 2000). The study developed questionnaires with particular questions, which were then administered to the selected respondents to generate standard responses.

3.3 Location of the Study

Nakuru East Sub-county has a population of 177,536, which is 10% of Nakuru County population of 1,756,950. According to figures in the census of 2009, the population of youths aged 15-35 years in the Sub County was estimated to be 74,829. The study area covers an area of 73.3Km^2. There are five wards in Nakuru East Sub-County namely Biashara, Kivumbini, Langa Langa, Menengai and Nakuru East. Member of the public in Nakuru East Sub-County have access to free Wi-Fi in the Central Business District. This has enabled members of the public access to the internet services. Some members of the public who used the free internet services offered by the County Government of Nakuru

are the youth. However, the free internet services are only available within the Central Business District, but it is in the public domain that those individuals who are outside the Central Business District (CBD) access internet services through purchase of the services from mobile phone operators and other internet providers. The accessibility and availability of the internet particularly in Nakuru-East which is constituted of both town area and the suburbs prompted the researcher to carry the study.

3.4 Target Population

The population of youths aged 15-35 years old residing in Nakuru East Sub-County, estimated to be 74,829, according to statistics by Kenya National Census (2009). However, the study covered the youths aged between 18 and 35 years, since youths aged below 18 years are prohibited from owning cell phones and even registering for mobile phone services. Youths aged 18 sand 35 years were the respondents where 244 youths were involved in the study. The in-depth interview targeted selected youths, and professional counsellors as presented in the Table 3.1.

Table 3.1: Target population

Respondents	**Sample**
Youths	74,829
Selected Youths	50
Professional Counsellors	10
Total	**74,889**

NOTE. (*10 percent of the selected youths and 30 percent of counsellors respectively were interviewed for qualitative data).*

3.5 Sampling Methods and Sample Size

Stratified sampling and purposive sampling methods were the sampling methods adopted for the study. Key informants were selected using purposive sampling where counselors, selected youths were the key informants. Counselors assisted the researcher to understand the psychological issues and problems the youth experienced as a result of their use of social media networks. Respondents for questionnaire administration were selected using Stratified random sampling. The main strata for this study were the wards of residence, gender, age and type of social media used. Therefore, the study sample

constituted of the 244 youths from different residential areas, both male and female who had access to social media.

The sample size of the study was calculated using Nassiuma (2000) formula for sample size calculation.

$$n = \frac{NC^2}{C^2 + (N-1)\,e2}$$

N – The population size

n –Deserved sample size

C- The coefficient of variation – 0.6. In most social science research coefficient of variation is usually between 30% -70%.

e – The margin of error (0.04)

$$n = \frac{74{,}829 \times 0.6^2}{0.6^2 + (74{,}829)\,0.04^2}$$

$$= \frac{26938}{120}$$

$$= 244$$

The calculated sample of the study was 244. Therefore, the sample sizes for the study were 244.

The above sample was distributed to different wards as indicated in the table below.

Table 3.2: Sample Size

Ward	**Population**	**Sample**
Biashara	40,576 (23%)	56
Kivumbini	23,244(13%)	32
Langa Langa	36,544(20%)	48
Menenagi	37,198(21%)	52
Nakuru East	39,988(23%)	56
Total	**177,560(100%)**	**244**

3.6 Research Instruments

Quantitative and qualitative procedures of data collection were employed in the study. Questionnaires were used to collect quantitative data. The study used structured questionnaire, whereby having closed ended questions, the instrument helped in gathering standardized information. The questionnaires were issued to youths who were using social media. The questionnaire had the general background information of the respondents as captured in the first section. In section two it constituted questions on the types of social media, motives of the social media and the time of social media use which were the objectives of the study. Questions relating to psychological well-being notably self-acceptance, positive relations and autonomy were in section three. Qualitative data was collected by use of in-depth interviews administered to counselors and selected youths that was semi-structured. Qualitative methods were used to collect more detailed information that was not be generated through the use of quantitative methods that consisted of structured information.

3.7 Validity and Reliability

The study undertook a pilot study on a sample equivalent to 10% of the primary respondents to validate quality of research instruments as per the objectives to ensure content Validity. Appropriate adjustments were made to the research instruments in consultation with supervisors to ensure that they provided correct results. Further, measures were involved seeking the opinions of the supervisors at various stages of the study. Reliability of the instrument was tested using reliability co-efficient analysis. Cozby (2001) holds that a co-efficient (alpha value) of more that 0.7 is an acceptable. In the study, a reliability co-efficient (alpha value) of more than 0.7 was assumed to reflect the acceptable reliability. The Alpha value ranges from zero to one and indicates the reliability of an instrument. The more the Alpha value is closer to one, the more reliable the instrument. The results are presented Table 3.3.

Table 3.3: Reliability Statistics

1^{st} half Cronbach's Alpha	2^{nd} half Cronbach's Alpha	Cronbach's Alpha Variant	Cronbach's Correlation	N of Items
.867	.859	0.014	.862	59

A total of 59 items (questions) were presented to the respondents. The statistical analysis of data from pilot study yielded a Cronbach's Alpha value of 0.867 and 0.859 for set 1

and set 2 respectively as shown in Table 3.3. The Cronbach's Alpha variance between the two sets of respondents was 0.014 and correlation of 0.862. A reliability co-efficient (alpha value) of more than 0.7 is considered acceptable reliability. Therefore, the questionnaire for this study was considered as reliable given reliability co-efficient of 0.862.

3.8 Data Collection Procedures

The researcher upon receiving a letter from the graduate school to proceed for data collection obtained a permit from National Commission for Science, Technology and Innovation (NACOSTI). The researcher introduced the research to the Nakuru County Commissioner's Office, explained the purpose and duration of the study and research Authorization was granted. The researcher together with research assistants proceeded to the sampled youths, where further explanation of the purpose of the study was done. Each of the selected respondents was given a questionnaire to fill; this only applied to those selected to be interviewed. The researcher approached youths with the assistance of motorcycle riders (popularly known as boda boda riders) and youth traders for initial identification of youth from various wards. The researcher and research assistance asked the youths identified to help in identification of other youth in their areas. The process was repeated until the researcher accessed the 244 youths for the study. Lastly the researcher collected all questionnaires that facilitated in data analysis.

3.9 Data Analysis

Descriptive statistics were used to analyze quantitative data after appropriate data coding. Descriptive statistics generally describes patterns and general trends in a data set. Descriptive statistics was used included frequencies and percentages. Data analysis was aided by the use of Statistical Package for Social Science (SPSS) version 24. The study used inferential statistics, Pearson Correlation to establish if there was significant relationship between types of social media use, motives of social media use and time of use of social media on one hand and psychological well-being on the other hand. Results of the study were summarized and presented in tables, pie charts and graphs. Qualitative data, for the in-depth interview was analyzed thematically:

3.10 Data Analysis Matrix

Table 3.4: Data Analysis Matrix

Objectives	Independent Variables	Dependent Variable	Analysis
Examined the influence of the types of social media used on the psychological well-being of the youth in Nakuru East Sub-County, Kenya	**Type of Social Media** ▪ Blogs-twitter ▪ Content Communities-Facebook ▪ Networking Sites- Whatapp, Youtube ▪ Virtual Game-Worlds- Video games	**Psychological Well-being** ▪ Self-Acceptance ▪ Positive Relations ▪ Autonomy	▪ Frequency ▪ Percentages ▪ Pearson Correlation
Assessed the influence of the motives behind social media use on the psychological well-being of the youth in Nakuru East Sub-County, Kenya	**Motives for Social media use** ▪ Source of News ▪ Relationships connections ▪ Sources of information ▪ Personal presentation	**Psychological Well-being** ▪ Self-Acceptance ▪ Positive Relations ▪ Autonomy	▪ Frequency ▪ Percentages ▪ Pearson Correlation
Explored the influence of the time of social media use on the psychological well-being of the youths in Nakuru East Sub-County, Kenya	**Time of Use of Social Media** ▪ Time Span-duration. ▪ Frequency of use- number of visits ▪ Time of use-Day, late Night, Morning, weekly or daily	**Psychological Well-being** ▪ Self-Acceptance ▪ Positive Relations ▪ Autonomy	▪ Frequency ▪ Percentages ▪ Pearson Correlation

3.11 Data Management and Ethical Considerations

The study acquired clearance from the supervisors and the University Social Sciences Department and a letter from National Commission for Science, Technology and Innovation (NACOSTI). The study explained respondents the purpose, duration and procedures of the research. Participants were also informed of their rights in the study such as to decline participation, confidentiality and was ensured by anonymous. Consequently, the study devised ways of asking participants whether they are willing to participate in the study.

The study also gave participants the discretion and freedom to choose how much information about themselves and the issues under inquiry they willed to reveal in whatever way.

CHAPTER FOUR
DATA ANALYSIS, RESULTS AND DISCUSSIONS

4.1 Introduction

This chapter presents the results and discussions on the findings of the influence of social media use on the psychological well-being of youths in Nakuru East Sub-County, Nakuru County, Kenya. This was done by putting together the findings of each of the four objectives used to arrive at this study. The objectives were;

a) Influence of the types of social media use on the Youths psychological well-being.
b) The influence of the motives behind social media use on the youth's psychological well-being.
c) The influence of the time of social media use on the on the youth psychological wellbeing.
d) The usage of social media and the psychological well-being of youth.

4.2 Demographic Characteristics

This study covered a number of background information of the respondents who were aged 18-35 years. Respondents' background information covered were gender for inclusivity, age to capture correct age limit within the bracket, level of education and possession of social media gadgets, to facilitate in data collection. Persons (Youths) with various levels of formal education were also considered and diverse religious affiliation to study the influence of social media use on psychological well-being.

The following are the background information of the respondents.

4.2.1 Gender of the Respondents

Figure 4.1 shows 50% of the respondents were females while males also had 50% representation in the study. Social media is used by both males and females hence the inclusion of respondents of both gender in the study. It is for this reason that this study engaged a slightly higher number of women than men as respondents.

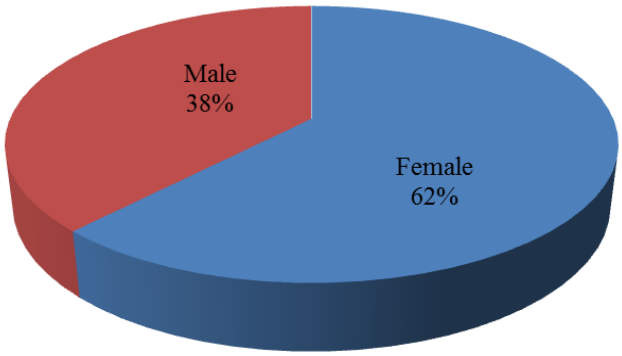


Figure 4.1: Gender of the Respondents

The study involved all genders where female respondents in the study were more female than males in social media use. The empirical evidence of social media use showed, more females than males use social media. For instance, while all young people regardless of gender spend many hours on social media, studies have shown that men spend fewer hours on social media than women (Kelly *et al.*, 2018). Similarly, Sara, Maria, Martín and Ferran (2018) explored the relationship between psychosocial profile and social media use habits among adolescent youths in Spain, found that 69.4% and 12.8% prevalence of social media use among female and male adolescents respectively.

4.2.2 Age of the Respondents

This study engaged persons aged 18 and 35 years. The youngest member of the public engaged in this study was aged at least 18 years old, with the oldest one being 35 years old as shown in Figure 4.2. Most of the respondents were aged 18-27 years, who accounted for 69 of the respondents. Persons aged 28-35 years constituted 31% of the respondents.

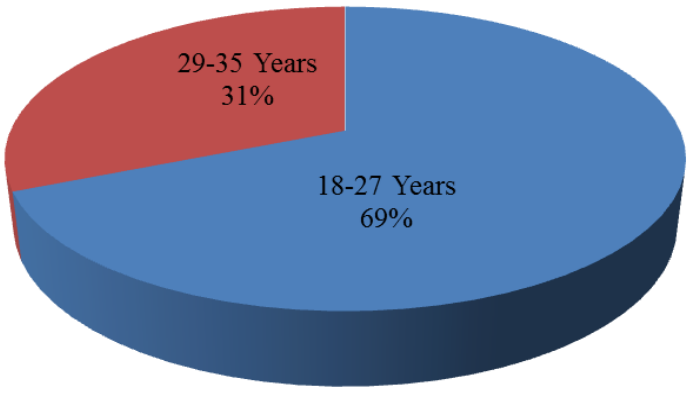


Figure 4.2: Age of the Respondents

4.2.3 Formal Education of the Respondents

This study engaged social media users with diverse levels of formal education. However, a higher percentage of the respondents had acquired secondary education as their highest level of education. This was followed by diploma holders.

Table 4.1: Formal Education of the Respondents

Education	Frequency	Percent
KCPE	4	1.7
KCSE	133	57.8
Certificate	8	3.5
Diploma	58	25.2
Degree	27	11.7
Total	**230**	**100.0**

It is clear from the results of the study in Table 4.1 that majority (57.8%) had secondary education. Respondents with diploma education and degree education accounted for 25.2% and 11.7% of the respondents respectively. Respondents with primary education had the least representation in the study, where they accounted for only 1.7% of the respondents.

4.2.4 Religion of the Respondents

Respondents of the study were affiliated to the Christian and Muslim faith as shown in Figure 4.3. The highest percentage of the respondents was drawn from the Christian faith. Persons affiliated to the Christian faith constituted 98% of the sampled population. But the current study also had representations from the Muslim faith, which accounted for just 2% of all the respondents which could be due to area of choice of study.

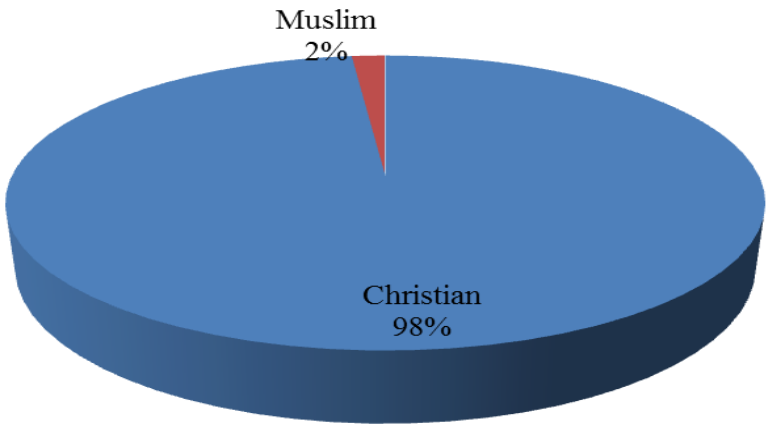


Figure 4.3: Religion of the Respondents

4.2.5 Respondents by Possession of Social Media Gadgets

Respondents used various gadgets to access their preferred social media platforms. The Gadgets used included smartphones, tablets and computers. Smartphones were owned by 82.6% of the respondents. Respondents who owned tables accounted for 9.3%. Computers were owned by 5.7% of the respondents as shown Figure 4.4. The study also established that 2.4% of the respondents owned smartphones, tablets and computers.

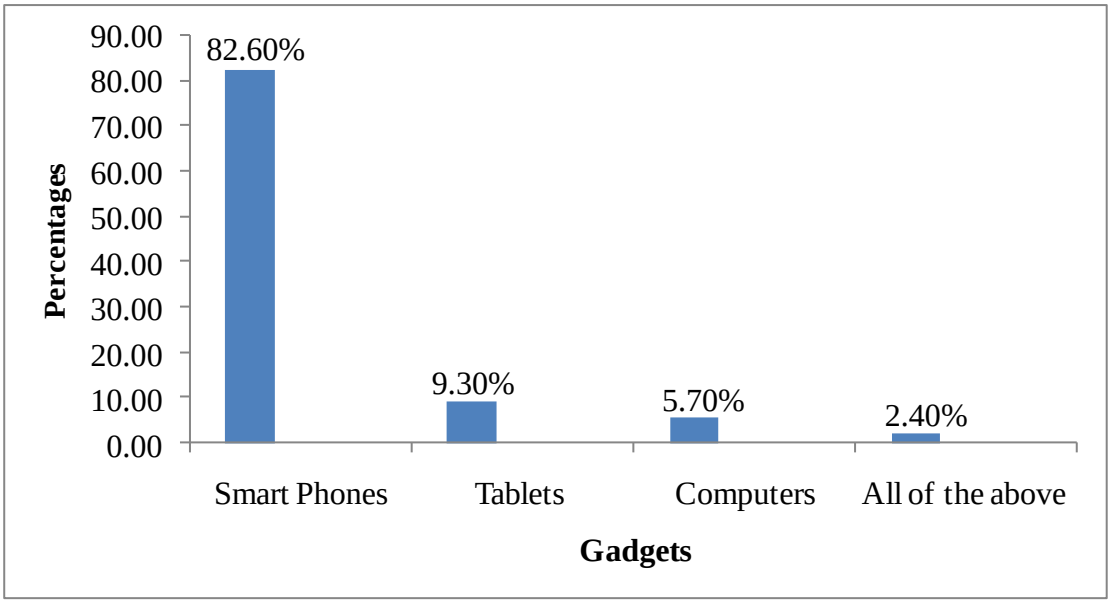


Figure 4.4: Respondents by Possession of Social Media Gadgets

Smart phones are comparatively less expensive compared to tablets and laptops. This partly explains why most of the respondents used smart phones to access social media platforms. It is, however, important to note that some people use other gadgets notably tablets and laptops to access social media because of the nature of the issues they transact through social media.

4.2.6 Respondents by Access to Social Networks

Majority of the respondents accessed their preferred social media sites through personal data. Personal data was used by 82% of the respondents against 18% who used Free *Wifi* as shown in Figure 4.5.

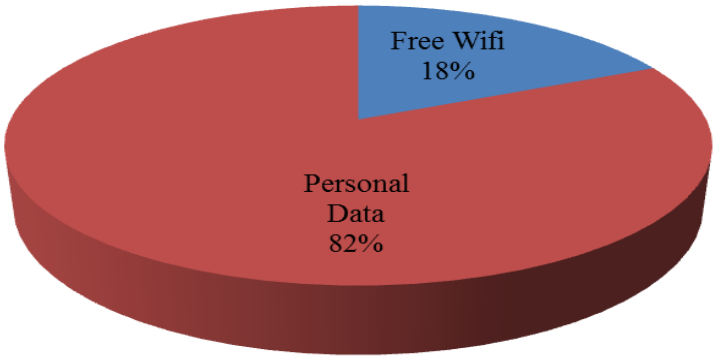


Figure 4.5: Respondents by Access to Social Networks

Free wifi is only available in some offices, social places and the Central Business District (CBD). The latter is provided to the public by the county government. Limited availability of wifi explains why very few people use it for their social media engagements. This means that majority must depend on personal data purchased from mobile phone providers.

4.3 Types of Social Media used by the Youth in Nakuru East Sub –County

This study first sought to establish the type of social media used by youth. This was achieved by determining the type of social media used and the frequency of use. Using response categories of very often, often, occasionally, rarely and not at all, the study asked the response to state the frequency of use of various social media sites. The following are the results of the study on the frequency of use of various social sites.

4.3.1 The Use of Twitter as a Social Media Site

Majority of the youth who participated in this study used Twitter very often and often as shown by the results of the study in Table 4.2. The results point that 50% and 22.6% of the respondents used Twitter very often and often respectively. Respondents who used Twitter occasionally and rarely accounted for 22.6% and 4.8% of the respondents respectively.

Table 4.2: The Use of Twitter as a Social Media Site

Frequency of Use	Frequency	Percent
Very Often	115	50.0
Often	52	22.6
Occasionally	52	22.6
Rarely	11	4.8
Total	**230**	**100.0**

It is evident from the results of the study that Twitter was generally used often by 72.6% of the youth (Very often = 50%, Often = 22.6%) of the respondents. It should be noted that Twitter restricts the number of words one can write on his/her timeline. Twitter is also associated more with mature people and professionals. This explains why a significant population of the youth who participated in this study used it occasionally and rarely.

4.3.2. The Use of WhatsApp as a Social Media Site

A huge majority of the respondents used WhatsApp as their preferred social media. It is evident from the results of the study in Table 4.3 that 82.6% of the respondents used WhatsApp as their preferred social media. Respondents who used WhatsApp as a social media platform accounted for 9.6% of the respondents. WhatsApp was used occasionally and rarely 3% and 4.8% of the respondents.

Table 4.3: The Use of WhatsApp as a Social Media Site

Frequency of Use	Frequency	Percent
Very Often	190	82.6
Often	22	9.6
Occasionally	7	3.0
Rarely	11	4.8
Total	**230**	**100.0**

WhatsApp was generally often used by 92.2 % (Very often = 82.6%, Often = 9.6%) of the respondents according to the results of the study in Table 4.3. WhatsApp is generally cheaper and convenient to use than other social media platforms. Most of the mobile phone operators in Kenya also allow their regular customers to access the platform free of charge even when the data bundles are exhausted. It allows the use of normal texts, photographs, videos and even documents to uploaded and downloaded. This partly explains the popularity of WhatsApp as a social media platform among the youth.

4.3.3 The Use of Facebook as a Social Media Site

The youths were asked to state the frequency they used Facebook, 66.1% of the respondents indicated that they used Facebook very often. The results of the study also show that 7.4% of the respondents used Facebook often. Facebook as a social media platform was used occasionally by 26.5% of the respondents as shown in Table 4.4.

Table 4.4: The Use of Facebook as a Social Media Site

Frequency of Use	Frequency	Percent
Very Often	152	66.1
Often	17	7.4
Occasionally	61	26.5
Total	**230**	**100.0**

Facebook was generally often used by 73.5% (Very often = 66.1%, Often = 7.4%) of the respondents. Studies have consistently found Facebook as the most popular social media platform in the World (Digital, 2017). It is therefore not unusual that a considerable proportion of the youth who participated in this study were using Facebook.

4.3.4 The Use of YouTube as a Social Media Site

YouTube is yet another social media platform that this study examined the frequency of its use among the respondents. YouTube was used very often by 48.7% of the respondents. Further examination of the study results in Table 4.5 reveal that 22.6% and 28.7% youth who participated in this study used YouTube often and occasionally respectively.

Table 4.5: The Use of YouTube as a Social Media Site

Frequency of Use	Frequency	Percent
Very often	112	48.7
Often	52	22.6
Occasionally	66	28.7
Total	**230**	**100.0**

YouTube was generally used often by 71.3% (Very often = 48.7%, 22.6%) of the respondents YouTube is exclusively used for pasting and watching of videos. The respondents informed this study that they largely used YouTube to watch music and short comedies. They, however, pointed out that accessing YouTube was more expensive compared to Twitter, WhatsApp and Facebook. This partly explains why less than half of the youth who participated in this study indicated they visited YouTube very often.

4.3.5 The Use of Video Games as a Social Media Site

Video Games was generally used by 54.8% (Very often = 29.1%, Often = 25.7%) of the respondents. The youths who used video games often accounted for 25.7% of the respondents. It is evident from the results of the study in Table 4.6 that occasional and

rare use of video games was reported by 23.5% and 13.5% of the respondents respectively. This study also established that 8.3% of the youth who participated in this study had never used video games as a social media platform.

Table 4.6 :The Use of Video Games as a Social Media Site

Frequency of Use	Frequency	Percent
Very Often	67	29.1
Often	59	25.7
Occasionally	54	23.5
Rarely	31	13.5
Not at all	19	8.3
Total	**230**	**100.0**

Video Games was generally used by 54.8% (Very often = 29.1%, Often = 25.7%) of the respondents. Respondents indicated that they played video games for soccer and action movies. These types of video games are largely meant for entertainments. Video games are mostly played by youths of lower age cohort. The fact that this social media platform is favored more by younger youths, suggests why it was the least used social media platform.

4.4 Motive for Social Media Use among the Youth

The second objective of this study was to examine the influence of motive of social media use on the psychological wellbeing of the youths. This objective sought to determine social media as a source of political news, social media as a source of sports news, social media as a means of chatting with casual friends, social media as a means of connecting with relatives and social media as a means of chatting with intimate partners. The following are therefore the results of the study on motive for social media use among the youths in Nakuru East Sub-County.

4.4.1 Social Media as a Source of News

Majority of the youth (43.4%) engaged in this study generally agreed albeit with varying degree that they used social media as a source of news of political issues. In particular, 21.7% and 21.7% of the respondents strongly agreed and agreed that they used social media as a source of political news. Similarly, 37.8% of the respondents somehow agreed that they used social media as a source of political news. However, 14.3% and 4.3% of the respondents disagreed and strongly disagreed when asked to confirm whether they used social media as a source of news on political issues.

Table 4.7: Social Media as a Source of News

Response	Frequency	Percent
Strongly Agree	50	21.7
Agree	50	21.7
Somehow Agree	87	37.8
Disagree	33	14.3
Strongly Disagree	10	4.3
Total	**230**	**100.0**

It is evident from the results of the study in Table 4.7 that majority of the respondents used social media as a source of news on political issues. The findings of the present is similar to that of Newman and Levy (2013), which found that social media was used by over 75% of the users as a source of news in countries such as Spain, Denmark and Sweden. The results of the present study concur with that of Rainie and Wellman (2017), which found that 81% of social media users in the United States use them for news and weather. It is important to observe here that nearly all major news channels in Kenya have a Facebook and Twitter platforms where they post major news for their audience who are affiliated to the social media platforms. Clubs also use these platforms to interact with fans. Some football clubs have also established online links that fans can use to watch live games or major highlights of previous games.

4.4.2 Social Media as a Means of Chatting with Casual Friends

This study established that social media was also used by the youth to chat with their friends. It is evident by the result of the study in Figure 4.6 that 69.1% of the respondents strongly agreed that they used social media to chat with their friends. It is also evident from the results of the study that 13.5% and 17.4% of the youth engaged in this study agreed and somehow agreed that they used social media to chat with friends.

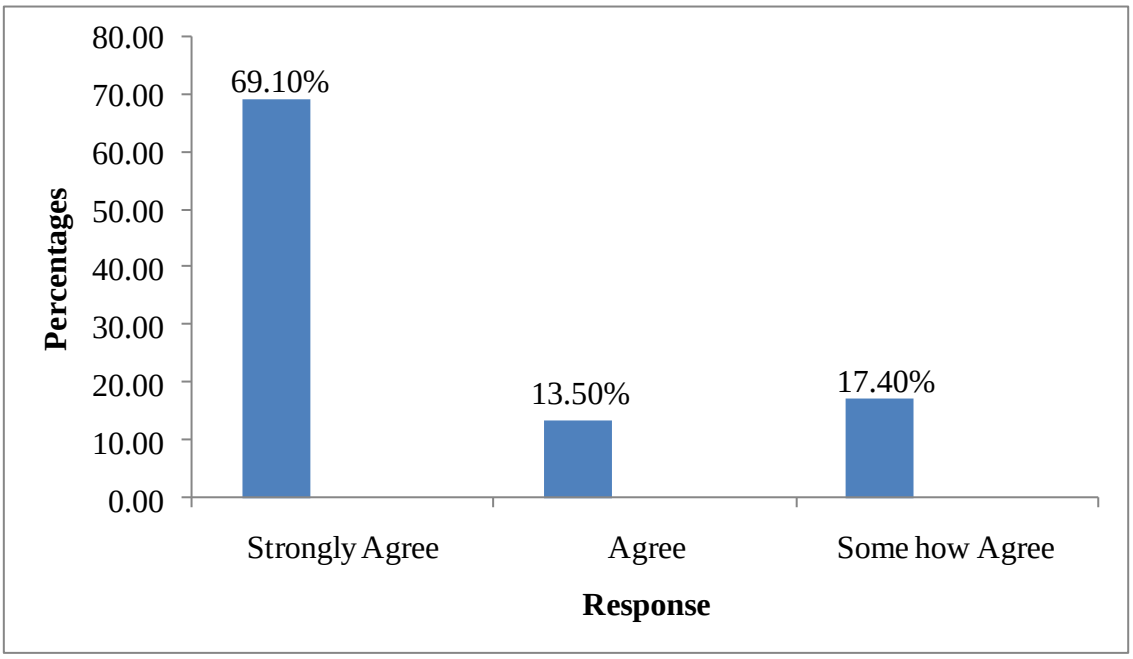


Figure 4.6: Social Media as a Means of Chatting with Casual Friends

The study findings revealed that social media was used by all the youths (albeit with varying degree) to chat with friends is in line with the findings of a study by Schaefer (2008) done in Germany. Schaefer (2008) examined that the motive for social media use applied to majority of the respondents who used social media to maintain relationships. The results of the current study also concur with those of Subrahmanyam, Reich and Waechter (2008) who also found that the main motive for social media use was maintaining contacts and communication with social media friends.

4.4.4 Social Media as a Means of Connecting with Relatives

The youths also used social media as a means of connecting with their relatives. When asked to state whether they agreed or disagreed that they used social media to connect with relatives 47.4% of the respondents generally agreed. The results of the study further indicated that 37% of the respondents somehow agreed that they used social to connect with relatives. It is, however, evident from the study results in Figure 4.7 that 15.7% of the respondents strongly disagreed that they used social media to connect with relatives.

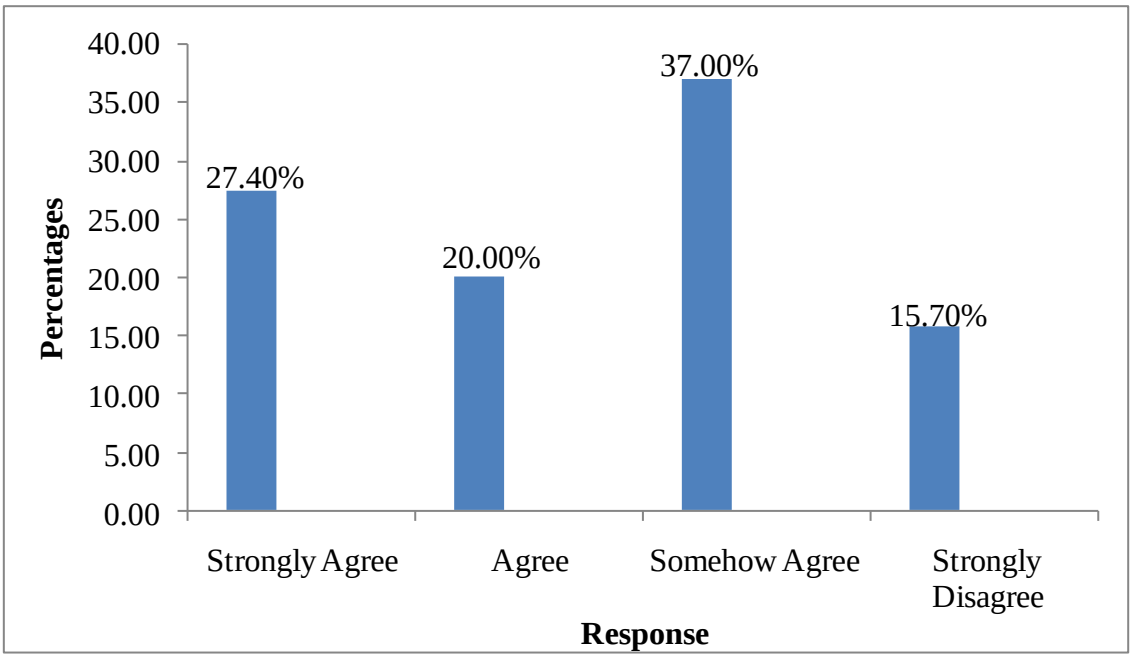


Figure 4.7: Social Media as a Means of Connecting with Relatives

The results of the present study are similar to that of Mutanana (2016), which was conducted in Zimbabwe. A study by Mutanana (2016), which focused on of the role of social network on social integration in family relationships found that over 90% of the respondents used social media to connect and chat with relatives and family members. It is indeed common these days to find family members have formed WhatsApp groups, which they use to communicate family matters and also discuss pertinent issues affecting the family. Family members and relatives have also used WhatsApp groups to coordinate cultural events such as funerals and weddings of their members.

4.4.5 Social Media as a Means of Chatting with Intimate Partners

All the youth who participated in this study agreed that they used social media to connect with their intimate friends. Specifically, 77.4% of the respondents strongly agreed that they used social media to connect with their intimate friends. Additionally, 18.3% and 4.3% of the respondents agreed and somehow agreed when asked to state whether they used social media to connect with their intimate partners. Figure 4.8 is a summary of the results of the study on the use of social media to connect with intimate friends.

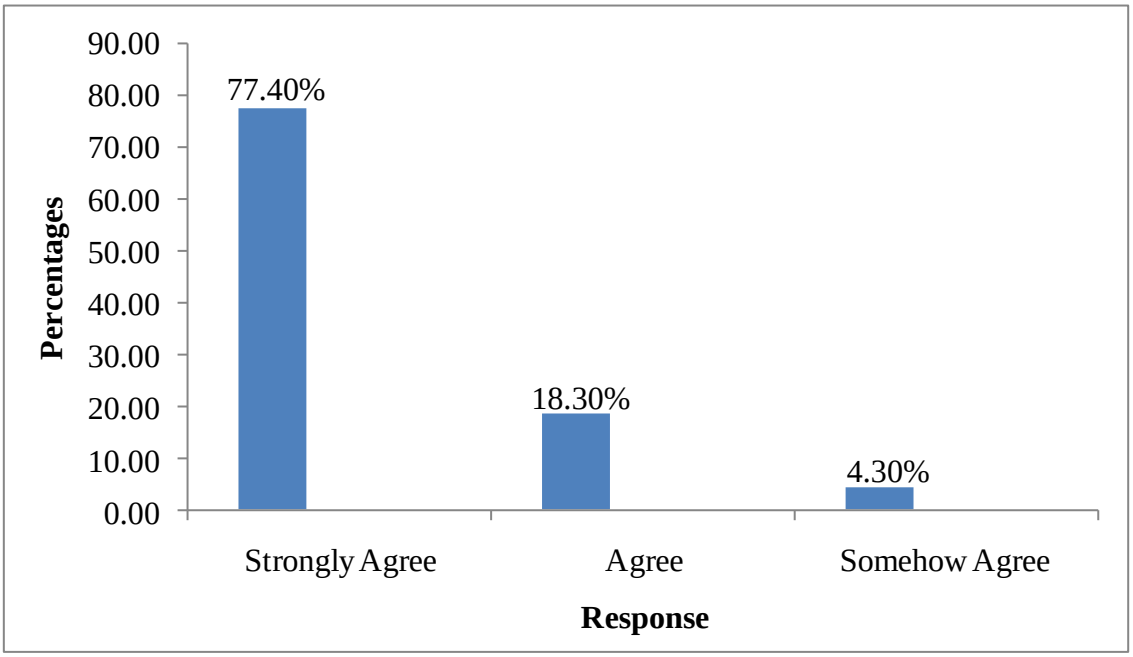


Figure 4.8: Social Media as a Means of Chatting with Intimate Partners

It is evident from the results of the study in Figure 4.8 that social media was extensively used to connect with intimate friends. The results of the current study are in line with those of Lyndon, Bonds-Raacke and Cratty (2011), which found that social media used to connect with romantic partners. An interview this study held with some of the selected youth further confirmed that indeed youth were using social media to connect with their intimate friends. One of the respondents remarked;

> *''My girlfriend works and lives in Eldoret (some 200 km away). We meet mostly at the end of the month. We have to, however, communicate every evening on WhatsApp through messaging and video calls. This has kept our relationship strong and alive''*

From the discussion with selected youth, it emerged that social media was an important avenue for reaching out to intimate partners. The youth generally noted that it was difficult for them to meet their intimate friends who were situated away from them regularly due to time and financial constraints hence their preference for social media.

4.4.6 Social Media as Avenue for Seeking Information on Human Health

This study also sought to understand whether the youth used social media to seek information on health issues. It is clear from the results of the study in Table 4.8 that 14.3% and 21.7% of the youth who participated in the study strongly agreed and agreed that they used social media to seek information on health issues. Further, examination of

the results points that 43% of the respondents somehow agreed that they used social media to seek information on health issues. It is also discernible from the results of the study that 13.9% and 7% of the respondents disagreed and agreed respectively they used social media to seek information on human health. The result of the study on the use of social media as source of information on health issues is presented in Table 4.8.

Table 4.8: Social Media as Avenue for Seeking Information on Human Health

Response	Frequency	Percent
Strongly Agree	33	14.3
Agree	50	21.7
Somehow Agree	99	43.0
Disagree	32	13.9
Strongly Disagree	16	7.0
Total	**230**	**100.0**

The results of the study in Table 4.8 indicate that majority of the youths used social media to seek information on health issues. This is in agreement with a study conducted by Lehnart (2010), which found that a significant proportion of adolescents used social media to seek answers on many health issues ranging from reproductive health, drugs and substance use. Social media sites such as YouTube often have pre-recorded video lessons on physical fitness, dieting and lectures on healthy lifestyles. Some social media sites also display simple physical exercise equipment and techniques that social media users can improvise at home. It is therefore not surprising as established by this study that youth were utilizing social media for information on health issues.

4.4.7 Social Media as an Avenue of Posting Personal Photographs

An overwhelming majority of the youth used social media to post their photographs according to the results of the study. As shown in Figure 4.9 where 52.6% of the respondents strongly agreed that, their main motive of using social media was posting personal photographs. Further, 32.6% of the youth used social media to post their photographs. It is also evident that 14.8% of the youth who participated in this study somehow agreed when asked to state whether their main reason for using social media was to post their photographs.

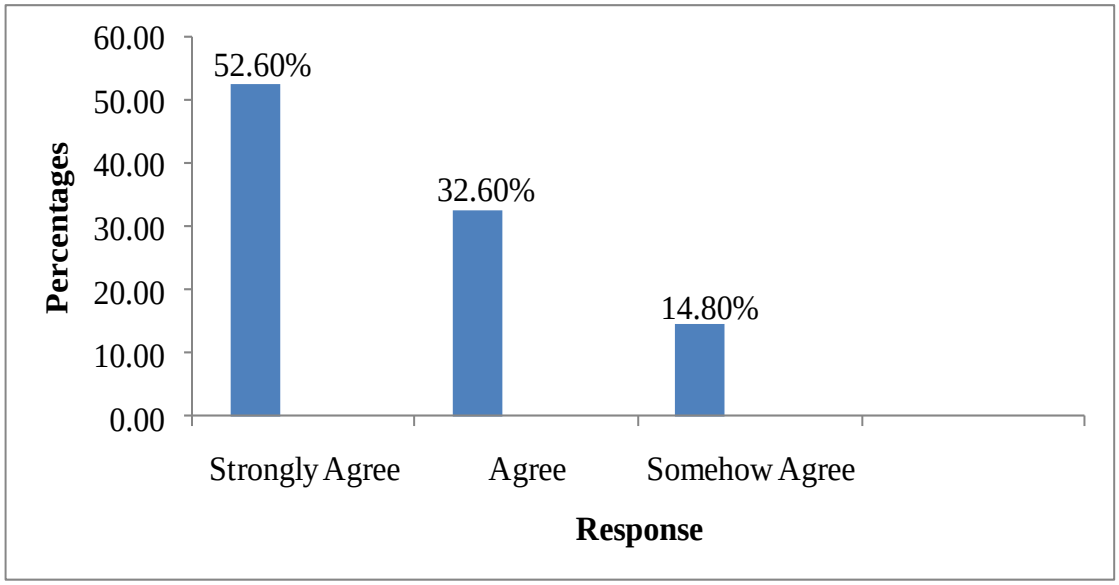


Figure 4.9: Social Media as an Avenue of Posting Personal Photographs

Social media users post photos of themselves, activities they have undertaken and even places they have visited. This is in line with what research has established elsewhere. Chua and Chang (2016) established that people modify their self-presentation on social media to match the one portrayed by their friends. It was established by the research that social media users do compare themselves with their friends on social media and project themselves in certain ways that win acceptance from their friends.

4.4.8 Social Media as a Source of Religious Information

Social media was a source of religious information to a considerable proportion of youths who participated in this study. The study revealed that 20.4% of the respondents strongly agreed that they used social as a source of religious information. Similarly, 32.6% and 37.4% also agreed and somehow agreed respectively when asked to whether they used social media as a source of religious information. However, 9.6% disagreed that they used social media as a source of religious information as shown in Figure 4.10.

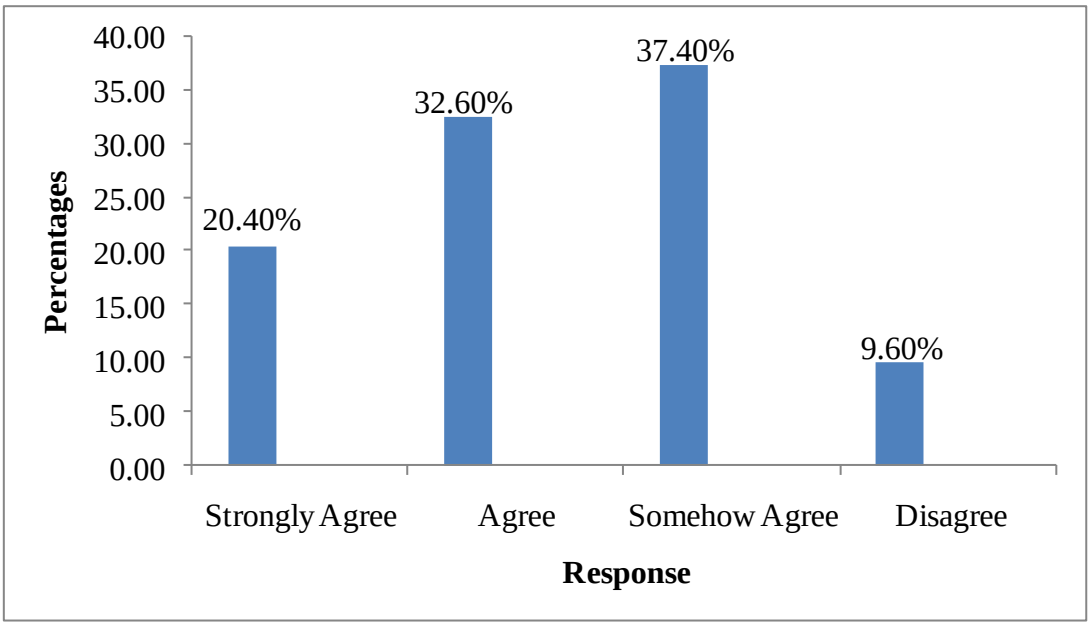


Figure 4.10: Social Media as a Source of Religious Information

It was disclosed to this study through discussions that some youths were connected to their religious leaders through social networks. They often follow their leaders' postings on social media. They also sought answers to unfamiliar issues from their religious leaders. Some churches have also established WhatsApp for their members where they post religious information that they considered as beneficial to their members. Some religious leaders also reach their followers through YouTube, where they post videos of their religious teachings.

4.5 Time of Social Media use among the Youths in Nakuru East Sub –County

The third objective of this study was to examine the influence of time of social media use on the psychological wellbeing of the youths. These objectives sought to establish preferred social media site daily, use of preferred social media site any time of the day, use of preferred social media site in the morning, use of preferred social media site late in the night, use of preferred social media site once weekly and use of preferred social media site in the presence of friends. The following are the results of the study on the time of social media use among the youth in Nakuru East Sub-County:

4.5.1 Use of Social Media Daily

Youths who were engaged in this study conceded that they used social media on a daily basis. When asked to confirm whether they used social media daily, an overwhelming majority (84.3%) strongly agreed that they indeed used their preferred social media daily. It was also established that 8.7% agreed when asked to confirm whether they used

social media daily. Further, 7% of the youth engaged in this study somehow agreed that they used social media daily. The result of the study on whether youth used social media on a daily basis is presented in Figure 4.11.

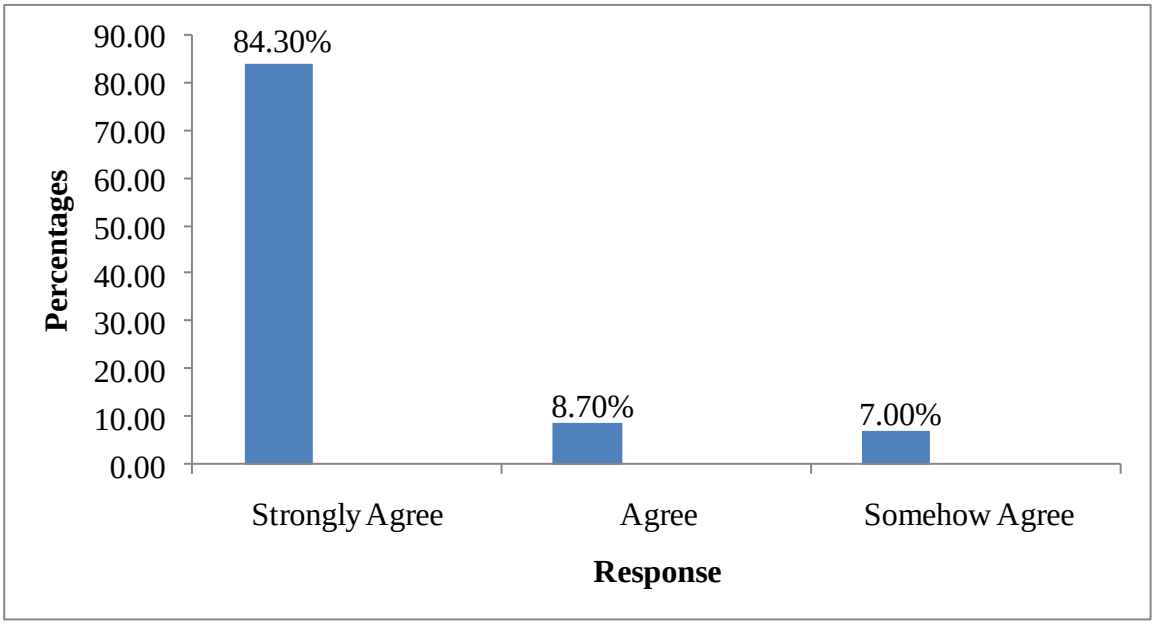


Figure 4.11: Use of Social Media Daily

The results of the present study, which found that majority of the respondents used social media daily is different to findings of a study by Wang et al., (2011), which reported a contrary result. Further, 22.0% used daily and weekly in that order (Wang, Chang and Liang, 2011). Although a study by Wang *et al.* also found that youth used social media daily, the proportion of youth who used social media was just 22% against over 80% for the current study. The difference in findings in the two studies may be attributed to the time lapse between the two studies. Presently, social media is a common and a popular phenomenon among the youth. This partly explains why a huge proportion of youth are using social media daily.

4.5.2 Use of Social Media at any time of the Day

This study also sought to establish whether youth used social media at any time during the day. The result of the study on this issue is presented in Figure 4.12. It is clear from the results of the study that 59.1% and 17.8% strongly agreed and agreed that they used social media any time of the day. Further examination of the results shows that 17.8% of the respondents somehow agreed when asked to state whether they used social media any time of the day. It is also evident from the results of the study that 5.2% of the

respondents disagreed that they used social media at time of the day, which suggested that they had scheduled time for using social media.

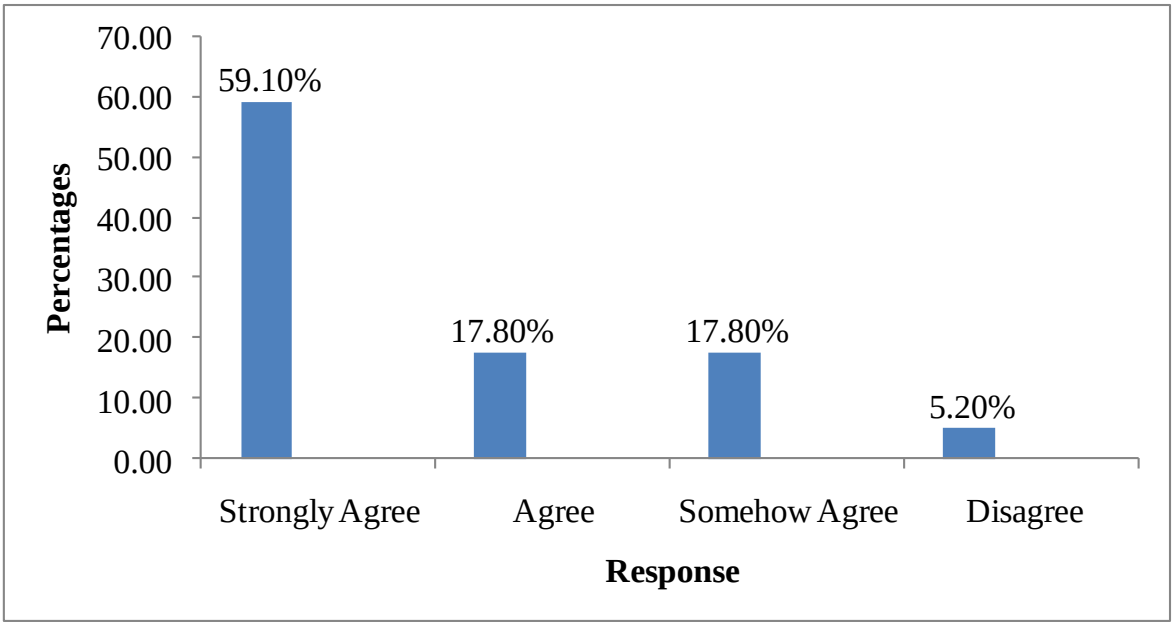


Figure 4.12: Use of Social Media at Any time of the Day

The use of social media at any time of the day was confirmed by over 90% of the respondents (Figure 4.12). A study that was conducted by Nyambuga and Ogweno (2014) also found that over 70% of the respondents visited social media sites any time. It should be noted that youth who are not busy during the day may use social media as a pass time activity. This was corroborated by selected youths engaged for a discussion in the study. One of the respondents noted,

> *"I use social media any time that am free. I have no specific time that I have designated for social media. I can use it in the morning, during the day or in the evening. I am a boda boda rider (motorcycle rider). There are times when the business is so low. I connect with friends through social media when the business is low"*

From the discussion, it emerged that some youth had not designated any specific time for social media use. In fact, social media use occupied much of the youth's free time.

4.5.3 Use of Social Media in the Morning

Respondents generally confirmed that they used social media in the morning. This is according to the results of the study presented in Table 4.9. The results show that 18.7%, 9.1% and 43% strongly agreed, agreed and somehow agreed respectively that they used

social media mostly in the morning. However, 10.9% and 18.3% of the youths who participated in this study disagreed and strongly disagreed respectively when asked to confirm whether they used social media in the morning.

Table 4.9: Use of Social Media in the Morning

Response	Frequency	Percent
Strongly Agree	43	18.7
Agree	21	9.1
Somehow Agree	99	43.0
Disagree	25	10.9
Strongly Disagree	42	18.3
Total	**230**	**100.0**

It was only a minority of the respondents that disagreed to the use of social media in the morning according to the results of the study in Table 4.9. The results of the present study were similar to those of Nyambuga and Ogweno (2014), which found that only 11% of the respondents used social media in the morning. Most of the youth who engaged in this study were either in formal and casual employment. Others were students pursuing college education. The nature of the occupation of most of the youths may limit them from engaging on social media use in the morning. It is in the morning that most of the youth prepare for work while school going youth prepares to attend morning classes. This study therefore attributes low usage of social media in the morning to lack of time on the part of most youths.

4.5.4 Use of Preferred Social Media Site Late in the Night

The respondents confirmed to this study that they used social media till late in the night. The study results revealed that 38.7% and 27.8% of the respondents who strongly agreed and agreed respectively those they used social media late in the night. Similarly, 20% of the respondents somehow agreed that they used social media late in the night. On the contrary, 8.7% and 4.8% of the respondents disagreed and strongly respectively when asked to confirm whether they used social till late in the night. The result of the study on youth late night use of social media is presented in Figure 4.

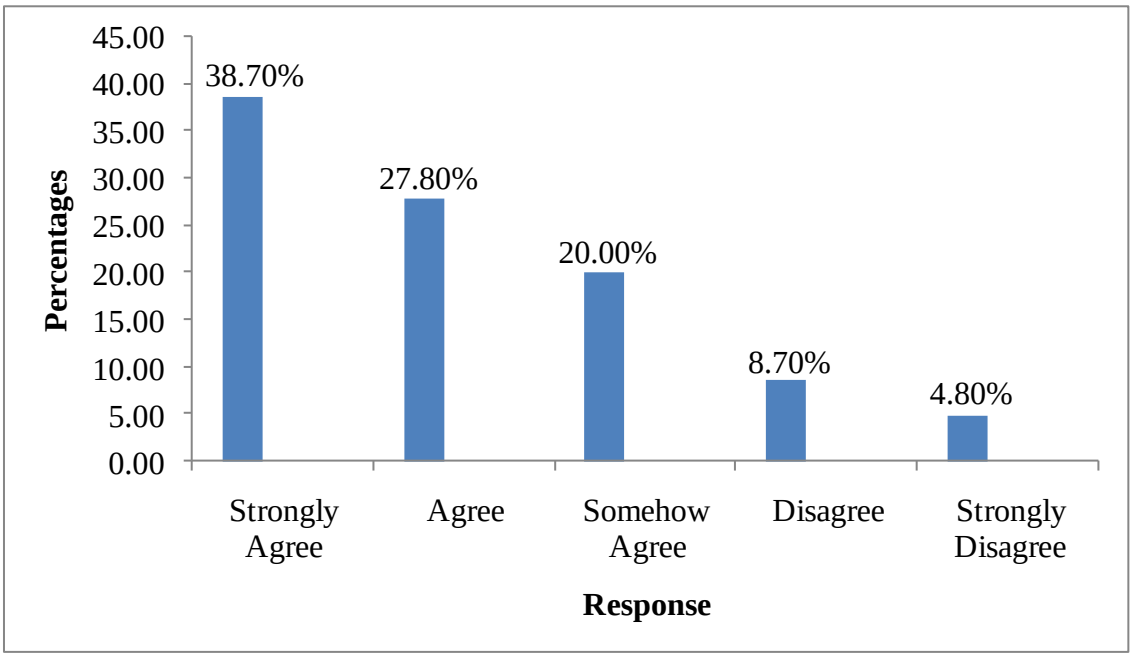


Figure 4.13: Use of Social Media at Night

The results of the present study, which found that a significant proportion of the youth were engaged in late night use of social media disagrees with the results of the study by Shimaa, Hala and Aliaa (2016), which found that only a small proportion of Egyptian (26.9%) and Malaysian (15.5%) medical students at Tanta University, Egypt used social media late in the night. The results of the study presented in Figure 4.13 were also corroborated with the results of the interview this study held with some selected youths. The youths did not only concede that they often used social media till late in the night but also justified their choice of night as the ideal time for using social media. They noted that internet is a little faster at night, which makes it the ideal time for using social media.

4.5.5 Use of Social Media Site in the Presence of Friends

This question sought to establish whether youths used social media in the presence of their friends. The results of the study on the use of social media in the presence of friends are presented in Figure 4.14. According to the results of the study, 56.1% and 22.6% of the respondents strongly agreed and agreed respectively when asked to state whether they used social media in the presence of their friends. Further, 21.3% of respondents

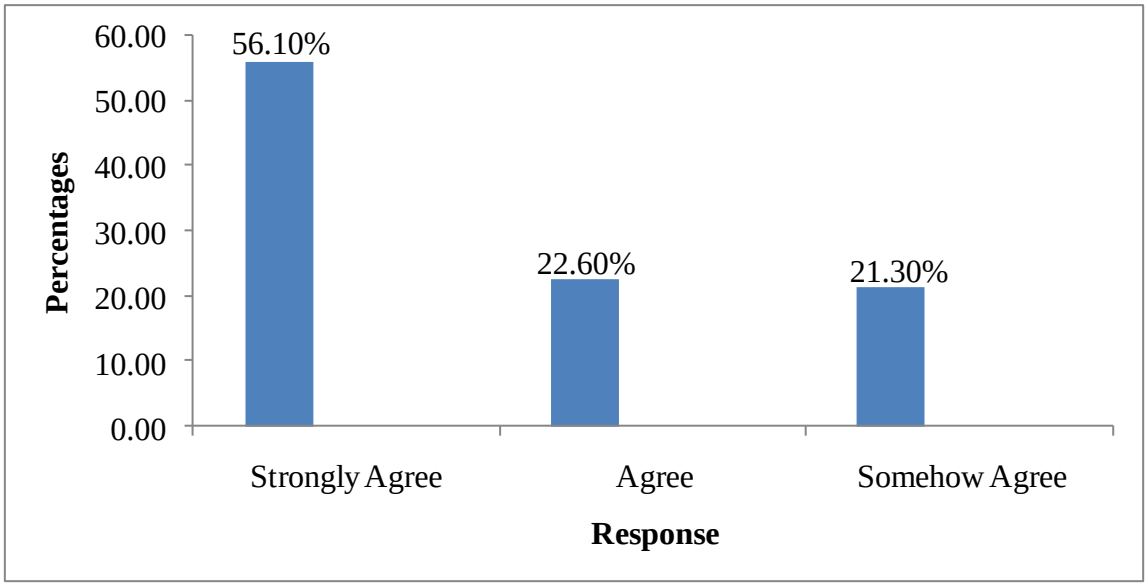


Figure 4.14: Use of Preferred Social Media Site in the Presence of Friends

The use of social media in the presence of friends is blamed for interfering with the quality of interaction between friends. This has been confirmed by a study done by Nie and Erbring (2000) in Denmark. Muise, Christofides and Desmarais (2009) in their examination on the effect of social media use on the quality of friendship and family relationships, found out that it was isolating individuals from their friends and relatives. Muise *et al.* found that a lot of people were spending much of their time on social media thus leaving them with very little time to interact with friends and family members. According to the authors social media was isolating individuals from their friends and relatives.

4.5.6 Considerable Amount of Time is Spent on Social Media Each Time its Visited

The study also sought to understand whether youth felt that they were spending considerable amount of time on social media. The results of the study are presented in Figure 4.15 which shows that minority 3.40%, disagreed that they spent considerable amount of time each time on their preferred social media platform. However, 57%, 18.3%, 21.3% strongly agreed, agreed and somehow agreed that they were spending considerable amount of time on social media, as presented on Figure 4.15.

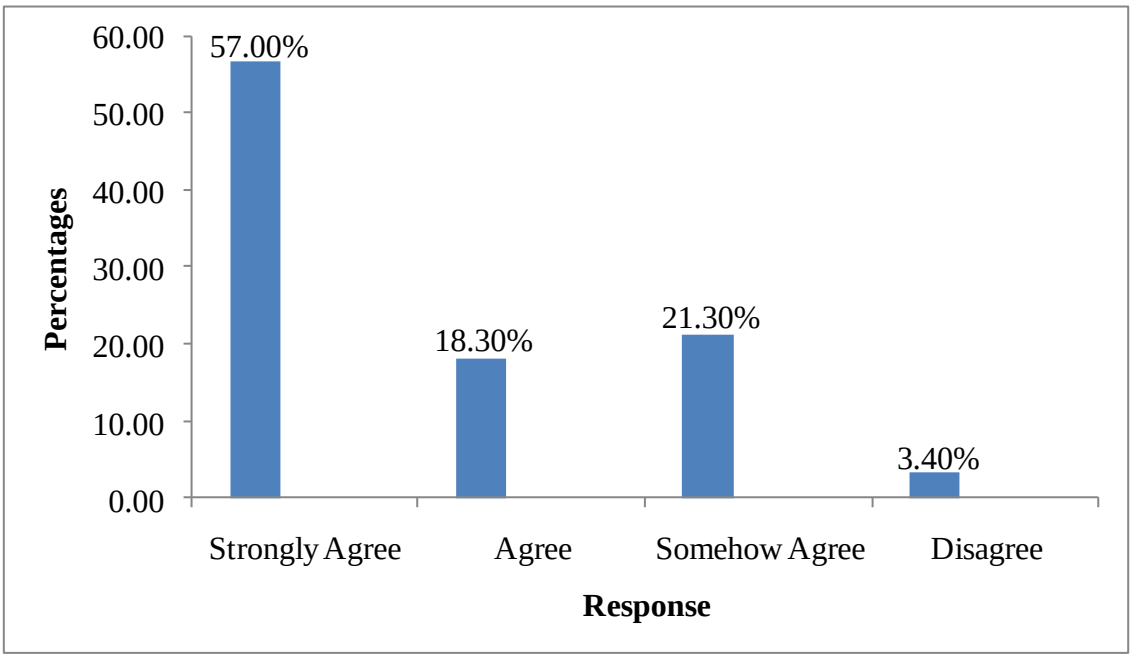


Figure 4.15: Considerable Amount of Time is spent on Social Media Each Time its Visited

The results of the study in Figure 4.15, which shows that majority of the youth spent considerable amount of time on social media was supported by qualitative data obtained from counselors and selected youth. When asked to rank the level of social media by youth on a scale of 1-10 (10-the highest, 1-the lowest), three Counselors ranked the youth usage of social media at 7, 9 and 8 respectively. Similarly, two of the selected youth, ranked youth's usage of social media at 6 and 8 respectively. While one of the youths ranked youth's use of social media lower than that of counselors, their rankings still affirmed that the use of social media among the youth was generally high.

4.6 Psychological Wellbeing of Youth

The dependent variable of this study was psychological wellbeing. Carol and Corey (1995), identified three components of psychological well-being namely self-acceptance, positive relations and autonomy. It was therefore important for this study to establish the state of psychological wellbeing based on the aforementioned criteria. This study thus attempted to establish the psychological wellbeing of youth by asking them whether they were trustworthy and reciprocal (Positive Relations), appreciated their strengths and weaknesses (Self-acceptance), and could resist pressure from friends and other people (Autonomy). The following are therefore the results of the study on the psychological wellbeing of the youth.

4.6.1 The Extent to which respondents believed that they were trustworthy and Reciprocal (Positive Relations)

Majority of the youths reported that they were both trustworthy and reciprocal. For example, when asked to state the extent to which they were trustworthy and reciprocal, 68.3% and 8.3% stated that to a great extent and extent respectively they were trustworthy and reciprocal. Additionally, 13.5% of the youths reported that to some extent they were trustworthy and reciprocal. However, 5.2% and 4.8% of the youths stated that they were least extent and no extent respectively trustworthy and reciprocal. The results of the study on youth's satisfaction with past lives are presented in Table 4.10.

Table 4.10: Trustworthiness and Reciprocity (Positive Relations)

Response	Frequency	Percent
Great Extent	157	68.3
Extent	19	8.3
Some Extent	31	13.5
Least Extent	12	5.2
No Extent	11	4.8
Total	**230**	**100.0**

The results of the study in Table 4.10 shows that 76.6% of the youths who participated in this study were emphatic that they were trustworthy and reciprocal happy with their past lives. Participants, 23.4% generally believed that they were trustworthy and reciprocal. Carol and Corey (1995) have asserted that people with high positive relations with others are warm, trustworthy, empathetic and reciprocal. On the contrary, individuals with low positive relations with others are isolated, frustrated, uncompromising and unable to maintain interpersonal relationships. The results of the study in Table 4.10 above therefore suggest that 76.6% of the youth who participated in this study had high positive relations against 23.4% of their counterparts who had low positive relations.

4.6.2 The Extent of Respondents Appreciation of Strengths and Weaknesses (Self-Acceptance)

Majority of the respondents appeared not sure or did not clearly understand their strengths and weaknesses according to the results of the study presented in Table 4.11. It

was only 17% and 22.2% of the respondents that firmly confirmed that to a great extent and an extent when asked to state if they understood their strengths and weaknesses. It is clear from the results below that 10% of the respondents admitted that to some extent they understood and appreciated their strengths and weaknesses.

Table 4.11: Appreciation of Strengths and Weaknesses (Self-acceptance)

Response	Frequency	Percent
Great Extent	39	17.0
Extent	51	22.2
Some Extent	23	10.0
Least Extent	106	46.1
No Extent	11	4.8
Total	**230**	**100.0**

It is evident from the results of the study in Table 4.11 that 29.2% (Great extent 17% and extent 22.2%) of the respondents were assertive that they understood and appreciated their strengths and weaknesses. On the other hand, 69.8% (Some Extent 10%, Least extent 46.1% and No Extent 4.8%) of the respondents could not emphatically state whether they understood and appreciated their strengths and weaknesses. Carol and Corey (1995) have argued that individuals with high self-acceptance have positive attitude to self, acknowledge their strengths and weaknesses to self and feels positive about their past. However, individuals with low self-acceptance are dissatisfied with self, are disappointed with their past and are troubled about certain personal qualities.

4.6.3 The Extent of respondents Resistance to Peer Pressure (Autonomy)

Majority of the respondents conceded that they had developed anti-social behaviour as a result of social media use. This according to the results of the study presented in Table 4.12, which shows that 44.3% and 33% of the respondents admitted that to a great extent and an extent they had developed anti-social behaviour due to social media use. It is also evident from the results of the study that 13% stated that to some extent social media use has resulted in anti-social behaviour. However, 4.8% and also 4.8% reported that the least extent and no extent respectively had acquired anti-social behaviour as a result of social media use.

Table 4.12: Resistance to Peer Pressure

Response	Frequency	Percent
Great Extent	102	44.3
Extent	76	33.0
Some Extent	30	13.0
Least Extent	11	4.8
No Extent	11	4.8
Total	**230**	**100.0**

It is discernible from the results of the study in Table 4.12 that 77.3% (Great extent 44.3% and Extent 33%) of the respondents were fully convinced that they could resist pressure from their peers and other people. On the other hand, 22.7% (Some extent 13%, Least extent 4.8% and No extent 4.8%) of the respondents were ambivalent about their ability to resist pressure from their peers. Carol and Corey (1995) have observed that individuals may also have high or low autonomy. Individuals with high autonomy are independent, resistant to social pressures and self-regulating. On the other hand, individuals who suffer from low autonomy are judgmental, indecisive and pessimistic. Based on the above results, it is the conclusion of this study that 77.3% and 22.7% of the youth who participated in this study had high and low autonomy respectively.

4.7 The Influence of Social Media use on the Psychological Wellbeing of the Youth

The study also sought to establish social use on the psychology wellbeing on the youths in Nakuru East. This was explained as follows:

4.7.1 The Influence of Type of Social Media Use on the Psychological Well-being of the Youth

Types of social media examined in this study were Twitter, WhatsApp, Facebook, YouTube and Video games. Pearson Correlation was used with positive relations (Trustworthiness and Reciprocity), self-acceptance (Strengths and Weakness) and autonomy (Resistant to Pressure) as proxy for psychological well-being the dependent variable. The explained variable (dependent variable) was correlated against each of the five types of social media. The results of the study on the relationship between type of social media use and psychological well-being of the youth in Nakuru East Sub-County of Nakuru County, Kenya are presented in Tables 4.13, 4.14, 4.15, 4.16 and 4.17below.

4.7.2 The Relationship between Twitter Use and Psychological Well-being

There was a significant relationship and positive correlation between the use of Twitter and positive relations (Trustworthiness & Reciprocity) (P <0.05). However, there was no significant relationship but positive correlation between the use of Twitter and self-acceptance and autonomy (resistant to pressure) (P>0.05) as shown in Table 4.13. Further examination of the inferential results in Table 4.13 shows that the use of Twitter positively contributed to the psychological well-being of the youth. For instance, the use of Twitter contributed to high positive relations (r= 0.287), self-acceptance (r= 0.085) and autonomy (r= 0.092).

Table 4.13: The Relationship between Twitter Use and Psychological Well-being

		Twitter
Positive Relations (Trustworthiness & Reciprocity)	Pearson Correlation	.287**
	P. Value	.000
	N	230
Self- Acceptance (Strengths & Weaknesses)	Pearson Correlation	.085
	P. Value	.100
	N	230
Autonomy (Resistant to Pressure)	Pearson Correlation	.092
	P. Value	.082
	N	230

The findings of the present study, which found that the use of Twitter enhanced the psychological well-being of the youth in many respects similar to the findings of Karpinski *et al.*, (2013), which focused on college going youth. The study found that youth use social media to seek for professional and career guidance were more focused on their studies and future career. Similarly, the present study has also established that the use of Twitter made the youth focused about their current and future goals. These youths were also aware of the issues they both had strengths and weakness.

This study held interview with selected youth and a counselor revealed the potential of social media especially Twitter in helping youth define their career and life goals. One youth respondent observed that she preferred Twitter because most of her friends on Twitter were mature people and accomplished professionals. She further, observed that some of her Twitter friends have helped her a great deal in defining her career goals. Similar observations were made by one of the respondents who was a career guidance counselor by these remarks,

*''Majority of people in Twitter unlike Facebook are mature people, very reasonable and have practical experience in diverse areas. It is possible for a youth to discuss serious issues with their friends on Twitter unlike other social media platforms where majority of their friends are their age mate*s.''

The discussions above confirmed that some social media platforms such as Twitter could be more beneficial to the youth who wish to seek guidance on career and setting of life goals. This study attributes the ability of Twitter users to have better goals, recognize and appreciate their strengths and weaknesses and also fend off the temptation of developing anti-social behaviour to the maturity of their friends on Twitter networks. It is possible to obtain honest and objective advice from mature friends with valuable life experiences.

4.7.3 The Relationship between WhatsApp Use and Psychological Well-being

There was a significant relationship but negative correlation between the use of WhatsApp and positive relations and self-acceptance ($P<0.05$). However, there was no significant but positive correlation between the use of WhatsApp and autonomy as shown in Table 4.14. Closer analysis of the inferential results presented in Table 4.14 suggests that the use of WhatsApp undermined the psychological well-being of the youth in the area of positive relation (r= -0.338) and self-acceptance (r= -0.134), but enhanced the psychological well-being in the area of autonomy (r=.060) as shown in Table 4.1.4.

Table 4.14: The Relationship between WhatsApp Use and Psychological Well-being

		WhatsApp
Positive Relations (Trustworthiness & Reciprocity)	Pearson Correlation	-.338**
	P. Value	.000
	N	230
Self-Acceptance (Strengths & Weakness)	Pearson Correlation	-.134*
	P. Value	.021
	N	230
Autonomy (Resistant to Pressure)	Pearson Correlation	.060
	P. Value	.181
	N	230

The findings of the current study, which found that the use of WhatsApp undermined social media users' ability to define life goals and appreciate their strengths and weaknesses, in many respects mirror the findings of a study by Zuo (2014), which sought to understand the association between online social comparisons and individuals' self-concept found that the tendency by social media users to socially compare

themselves resulted in diminished self-esteem in majority of the social media users. Individuals experiencing low self-esteem have the tendency of perceiving others as better than them.

4.7.4 The Relationship between Facebook Use and Psychological Well-being

There was a significant relationship and positive correlation between the use of Facebook and positive relations and autonomy (P<0.05). There was a significant relationship but negative correlation between the use of Facebook and self-acceptance among the youth (P<0.05). The results of the inferential analysis in Table 4.15 suggest that the use of Facebook enhanced youth's psychological well-being in the area of positive relations (r= 0.148) and autonomy (r=0.208). However, the use of social media was detrimental to the psychological wellbeing of the youth in the area of self-acceptance (r= -0.173).

Table 4.15: The Relationship between Facebook Use and Psychological Well-being

		Facebook
Positive Relations (Trustworthiness & Reciprocity)	Pearson Correlation	.148*
	P. Value	.012
	N	230
Self-Acceptance (Strengths & Weakness)	Pearson Correlation	-.173**
	P. Value	.004
	N	230
Autonomy (Resistant to Pressure)	Pearson Correlation	.208**
	P. Value	.001
	N	230

The findings of the current study, which established that social media use was detrimental to social media users' endeavor to craft social identity (strengths and weaknesses), concur with the findings of a study by Kalpidou, Costin and Morris (2011), which had similar findings. Kalpidou, Costin and Morris in their study, which examined the relationship between Facebook and the well-being of undergraduate college students found out that majority of social media users, were developing diminished self-image due to their tendency to compare themselves with others. It is possible for social media users to embrace the success of their social media friends without careful analysis of the efforts their friends employed before attaining their success. This may make some social media users to attribute their inferior position/status to bad luck thereby becoming

pessimistic about their future as well as not putting sufficient efforts into everything they do.

4.7.5 The Relationship between YouTube Use and Psychological Well-being

There was no significant relationship and negative correlation between the use of YouTube and positive relations (P>0.05). There was a significant relationship but negative correlation between the use of YouTube and self-acceptance and autonomy (P<0.05) as shown in Table 4.16. It is evident from the inferential results in Table 4.16 that the use of YouTube was detrimental to youth's positive relations (r= -0.034), self-acceptance (r= -0.139) and autonomy (r= -.0.449).

Table 4.16: The Relationship between YouTube Use and Psychological Well-being

		YouTube
Positive Relations (Trustworthiness & Reciprocity)	Pearson Correlation	-.034
	P. Value	.303
	N	230
Self-Acceptance (Strengths & Weakness)	Pearson Correlation	-.139*
	P. Value	.017
	N	230
Autonomy (Resistant to Pressure)	Pearson Correlation	-.449**
	P. Value	.000
	N	230

The findings of the present study, which found that social media use led to loss of autonomy and possible development of anti-social behaviour is similar to the findings of an earlier study by Espinosa and Clemente (2010) done in the same area. The authors established that social media led to the development of anti-social behaviours such as aggression and violence. The authors observed that unsupervised or uncritical use of social media led to the learning as well as reinforcement of aggression and violent related behaviors.

The study held discussions with selected youth and counselors that confirmed; indeed some youth were acquiring anti-social behaviour from social media use. The respondents noted that some youth were exchanging sexually explicit photos and videos. It was also revealed that some youth view violent videos from such social media platforms as YouTubes. One of respondent confessed that they sat late at night chewing khat (miraa) leading to antisocial behaviour such as aggressiveness and excessive excitements.

4.7.6 The Relationship between Video Games Use and Psychological Well-being

There was a significant relationship but negative correlation between the use of Video Games and positive relations and autonomy (P<0.05). There was no significant relationship and negative correlation between the use of Video Games and self-acceptance (P<0.05) as shown in Table 4.17. The results of the inferential statistics in Table 4.17 indicate that the use of video games adversely affected the youth in all aspects of psychological well-being (positive relations r= -0.341, self-acceptance r= -0.073, autonomy r= -0.243) as shown in Table 4.17.

Table 4.17: The Relationship between Video Games Use and Psychological Well-being

		Video Games
Positive Relations (Trustworthiness & Reciprocity)	Pearson Correlation	-.341**
	P. Value	.000
	N	230
Self-acceptance (Strengths & Weakness)	Pearson Correlation	-.073
	P. Value	.134
	N	230
Autonomy (Resistant to Pressure)	Pearson Correlation	-.243**
	P. Value	.000
	N	230

The present study established that the use of video games generally undermined the psychological wellbeing of the youth, differ markedly with previous studies. For instance, Adachi & Willoughby (2012) in their study, which sought to establish whether video games promoted positive youth development, found that these games enhanced individuals' cooperation and problem-solving skills. Similarly, Le Blanc *et al.*, (2013) in their study found that playing video games by children and youth improved their physical fitness, and problem-solving skills. Respondents in the current study reported that they generally played video games for soccer and action movies. These types of video games are largely meant for entertainments. Some youth complained that video games were so addictive and that they spent so many hours a day playing video games. Playing the same video games over and over again makes playing such games routine, with the potential of diminishing creativity. Spending too much time on video games may also make the youth become less ambitious and focused on life goals.

4.8 The Influence of Motive of Social Media Use and Psychological Well-being of the Youth

The motive of social media use was examined in the context of social media as a source of news, means of chatting with friends and intimate partners, source of information on health, avenue of posting photographs and source of religious information. Pearson Correlation was used with positive relations (Trustworthiness & Reciprocity), self-acceptance (Strengths and Weakness), and autonomy (Resistant to Pressure) as proxy for psychological well-being and was the dependent variable. The explained variable (dependent variable) was correlated against each of the seven motives of social media use. The results of the study on the relationship between motive of social media use and psychological well-being of the youth in Nakuru East Sub-County of Nakuru County, Kenya are presented in Tables 4.18, 4.19, 4.20, 4.21, 4.22 and 4.23 below.

4.8.1 The Relationship between Use Social Media as a Source of News and Psychological Wellbeing

There was a significant and positive correlation between use of social media as a source of news and positive relations and self-acceptance ($P<0.05$). There was a significant relationship but negative correlation between use of social media as source of news and autonomy ($P<0.05$) as shown in Table 4.18. The use of social media as a source of news was generally beneficial to the psychological well-being of the youth especially in the areas of positive relations ($r= 0.442$), and self-acceptance ($r= 0.670$). However, as the results of the inferential analysis presented in Table4.18 shows, the use of social media as a source of news had adverse effect on the psychological wellbeing of the youth since it led to loss of autonomy ($r= -0.301$).

Table 4.18: The Use of Social Media as a Source of News and Psychological Wellbeing

		S.M for News
Positive Relations (Trustworthiness & Reciprocity)	Pearson Correlation	.442**
	P. Value	.000
	N	230
Self-acceptance (Strengths & Weakness)	Pearson Correlation	.670**
	P. Value	.000
	N	230
Autonomy (Resistant to Pressure)	Pearson Correlation	-.301**
	P. Value	.000
	N	230

Major print and electronic broadcasting stations have established social media platform where they share news contents with. It is important to observe here that social media has also been a source of fake news some individuals may quickly post them on social media. The news may look genuine at face value but deeper analysis may show otherwise. Fake news about people have found their way in social media leading to the damage of their reputation. People have found photos of themselves in compromising situation posted on social media without their consent. Stress and depression arising from fake news and cyber bullying make people regret about their past social media engagement especially if they suspect the source of such negative stories about them to be their previous social media friends. It is also possible for people who have been victims of negative social media news to develop anti-social behaviour such as cyber bullying as a way of registering their revenge.

4.8.2 Relationship between Social Media as a Means of Chatting with Friends and Psychological Wellbeing

There was no significant relationship and negative correlation between use of social media as a means of chatting with friends and self-acceptance and autonomy (P>0.05). There was no significant relationship and positive correlation between use of social media as means of chatting with friends and positive relations (P>0.05) as shown in Table 4.19. It is clear from the results of the inferential analysis in Table 4.19 that the use of social media to connect and chat with friends enhanced the psychological wellbeing of the youth in the area of positive relations (r= 0.032). However, the use of social media had in a significant way undermined youth's and self-acceptance (r= -0.029) autonomy on the part of the youth (r= -0.020).

Table 4.19: Social Media as a Means of Chatting with Friends and Psychological Wellbeing

		Casual Friends
Positive Relations (Trustworthiness & Reciprocity)	Pearson Correlation	.032
	P. Value	.316
	N	230
Self-acceptance (Strengths & Weakness)	Pearson Correlation	-.029
	P. Value	.329
	N	230
Autonomy (Resistant to Pressure)	Pearson Correlation	-.020
	P. Value	.379
	N	230

The findings of the current study, which revealed that the use of media led to loss of autonomy and possible development of anti-social behaviour, disagree with the findings of a previous study. Unlike the findings of the current study, a previous study conducted by Tang *et al.,* (2016) found that social media resulted in the acquisition of appropriate behaviours. The previous study found that social media enabled people to support one another, inculcate pro-social behaviour and build relationships. It is possible as suggested by findings of the study by Tang *et al.,* (2016) that indeed social media can be of great benefit if used for the right purpose. For instance, people can form social media platforms such as WhatsApp and Facebook to discuss business, academics and also offer peer counseling services to members.

The difference in findings between the current study and the previous may have been due to difference in the populations of the two studies. While the previous study focused on a homogenous population (college students), the current study focused on a heterogeneous population (all youths). There is no order or common interests in terms of issues people discuss with their casual friends. People discuss anything and everything, with most of the issues being mundane.

4.8.3 The Relationship between Social Media as a Means of Chatting with Intimate friends and Psychological Wellbeing

There was no significant relationship and negative correlation between use of social media as a means of chatting with intimate (s) and positive relations ($P<0.05$). There was a significant relationship and positive correlation between use of social media as a means of chatting with intimate friend(s) and self-acceptance ($P<0.05$). There was a significant relationship but negative correlation between use of social media as means of chatting with intimate friends (s) and autonomy ($P<0.05$) as shown in Table 4.20. The use of social media to connect and chat with an intimate friend had more adverse effects than benefits to the psychological wellbeing of youth. As shown in Table 4.20, the use of social media undermined by the youth in the areas of positive relations ($r= -0.098$) and autonomy ($r= -0.220$). It is, however, important to note that the use of social media to connect and chat with intimate friends was beneficial to the psychological well-being of the youth in the area of self-acceptance ($r= 0.336$).

Table 4.20: Social Media for Chatting with Intimate Partners and Psychological Wellbeing

		Intimate Partner
Positive Relations (Trustworthiness & Reciprocity)	Pearson Correlation	-.098
	P. Value	.068
	N	230
Self-acceptance (Strengths & Weakness)	Pearson Correlation	.336**
	P. Value	.000
	N	230
Autonomy (Resistant to Pressure)	Pearson Correlation	-.220**
	P. Value	.000
	N	230

The study found that expression of affection on Facebook was helpful in the maintenance and development of the relationships. It is possible as suggested by Papp *et al.*, (2012) study findings that public appreciation of a romantic partner can go a long way in cementing the relationship. Although social media can be used to build and cement romantic relationship, many relationships have also been destroyed through social media. Quite often individuals have found their private conversations, photos or video leaked to the public ostensibly to embarrass them. These private social media activities are sometimes made public by people they been close to such as former intimate friends as an act of revenge for relationships that failed to work. People who have undergone such experience may feel embarrassed and regretful about the betrayal from the people they trusted most in the past. It is thus possible as suggested by the findings of the current study that the use of social media can make people regret about their past. Unfavorable experience with social media may also make people doubt their strengths and weaknesses as well as a dim outlook of their future as suggested by the results of inferential analysis.

4.8.4 The Relationship between Social Media as Source of Information on Health and Psychological Wellbeing

There was a significant but negative correlation between use of social media as a source of information on human health and youth's satisfaction with their past lives, appreciation of their strengths and weaknesses and optimism about their future ($P<0.05$). There was a significant relationship and positive correlation between use of social media as source of information on health and development of clear life goals and development of anti-social behaviour ($P<0.05$) as shown in Table 4.21. Results of the inferential

analysis presented in Table 4.21 reveal that the use of social media as a source of information on human health had adverse effects on the psychological wellbeing in the area of self-acceptance (r= -0.182). However, the use of social media as a source of information on health was beneficial to the psychological wellbeing of the youth in the areas of positive relations (r= 0.365) and autonomy (r= 0.116).

Table 4.21: Social Media as Source of Information on Health and Psychological Wellbeing

		Health Information
Positive Relations (Trustworthiness & Reciprocity)	Pearson Correlation	.365**
	P. Value	.000
	N	230
Self-acceptance (Strengths & Weakness)	Pearson Correlation	-.182**
	P. Value	.003
	N	230
Autonomy (Resistant to Pressure)	Pearson Correlation	.116*
	P. Value	.040
	N	230

This study found that youth used social media to seek advice on health issues. The findings of the present study are similar to the findings of previous studies. For instance, Lenhart (2010) revealed that teenagers used social media to seek services on issues such as sexual health and drug use. Previous studies have also established that social media is used to seek advice on how to fight obesity (Holmberg *et al.*, 2018).

The results of the inferential analysis show that the use of social media to seek information on health issues had mixed effects on the psychological well-being of youth. It is important to note that some people purporting to offer professional advice on health issues on social media are not experts. They sometimes offer advice that is not practical. For instance, demonstration of how to fight obesity and achieve ‘‘perfect body’’ may seem so simple and easy. However, the reality is that it may take great effort in terms of diet, physical exercise and strict adherence to other things. Individuals who fail to achieve the desired health results as advised by experts in the social media may feel disoriented and develop feeling of having a poor body image.

Similarly, some people may also fail to overcome some anti-social behaviour such as drug abuse, addiction to pornography based on the advice offered by experts in the social media. This may lead to the intensification of the anti-social behaviour, which may

plunge people into deeper psychological problems such as inability to appreciate their past, utilize their strengths while appreciating their weaknesses and define their future life goals.

4.8.5 The Relationship between Social Media as an Avenue of Posting Photographs and Psychological Wellbeing

There was as significant relationship and positive correlation between use of social media as an avenue for posting photographs and positive relations (P<0.05). There was no significant relationship and positive correlation between use of social media for posting photographs and self-acceptance (P>0.05). There was also no significant relationship and a negative correlation between posting of photographs on social media and autonomy (P>0.05) as shown in Table 4.22.The inferential analysis in Table 4.22 suggests that the use of social media for posting personal photographs had greater benefits to the psychological wellbeing in the area of positive relations (r= 0.239) and self-acceptance (r= 0.065). The results also reveal that the use of social media to post photographs undermined youth's autonomy (r= -0.044).

Table 4.22: Social Media as an Avenue of Posting Photographs and Psychological Wellbeing

		Photographs
Positive Relations (Trustworthiness & Reciprocity)	Pearson Correlation	.239**
	P. Value	.000
	N	230
Self-acceptance (Strengths & Weakness)	Pearson Correlation	.065
	P. Value	.162
	N	230
Autonomy (Resistant to Pressure)	Pearson Correlation	-.044
	P. Value	.255
	N	230

It is very common to see social media users post photographs of themselves, places that have visited or events they have attended. Some people also post photographs of their childhood experiences such as the ones they took while in basic education and tertiary institutions. Some of these photographs vividly remind individuals of the journey they have travelled in their lives. People can draw great inspiration and motivation from childhood or adolescent experiences. They thus become proud of their past and become optimistic of their future. It is therefore, possible as suggested by the study findings in

Table 4.22 that posting photographs on social media can make people proud of their past, clarify about life goals and optimistic about their future.

It is, however, important to note that posting of photographs uncritically on social media may be detrimental to people's psychological well-being. For instance, some people post sexually explicit photographs of themselves. There are also instances where people post photographs of themselves while engaging in binge drinking or erotic dances. While majority of social media friends may disapprove of such behaviour of their friends, they may not have the courage to openly rebuke such behaviour. People who post inappropriate photographs on social media may misinterpret the silence of their friends about posting such photographs as a sign of approval of their behaviour. This may result in the development of anti-social behaviour as suggested by the results of the inferential analysis presented in Table 4.22.

4.8.6 Relationship between Social Media as a Source of Religious Information and Psychological Wellbeing

There was a significant relationship and positive correlation between use of social media as a source of religious information, and self-acceptance and autonomy ($P<0.05$). There was, however, no significant relationship but positive correlation between use of social media as source of religious information and positive relations ($P>0.05$) as shown in Table 4.23. The use of social media as a source of religious information was beneficial to the psychological wellbeing of the youth in all aspects. For instance, the use of social media as a source of religious information enhanced the psychological well-being in the areas of positive relations ($r= 0.007$), self-acceptance ($r= 0.354$) and autonomy ($r= 0.260$) as shown in Table 4.23.

Table 4.23: Social Media as a Source of Religious Information and Psychological Wellbeing

		Religious Information
Positive Relations (Trustworthiness & Reciprocity)	Pearson Correlation	.007
	P. Value	.455
	N	230
Self-acceptance (Strengths & Weakness)	Pearson Correlation	.354**
	P. Value	.000
	N	230
Autonomy (Resistant to Pressure)	Pearson Correlation	.260**
	P. Value	.000
	N	230

The study established that the use of social media for spiritual nourishment contributed positively to the psychological well-being of youth, are similar to the findings of previous studies. Previous studies generally established that social media was an important source of emotional support to teenagers and young adults. Wang, Tchernev and Solloway (2012) in their study found that lonely individuals resorted to social media for emotional support. Correa, Hinsley and Amber (2009) also found that social media users who sought the right advice from the right people were emotionally stable.

Discussions this study held with one of the youths revealed that youths turned to their social media friends and social platforms for social and spiritual support. One of respondent observed;

> *''I always turn to religious summons by Olsen posted on YouTube when am emotionally down. I find his preaching so uplifting and inspirational. I'm always a changed person after listening to his preaching in the YouTube. There are also some local religious leaders that also offer inspirational teachings. I also know of my colleagues that regularly visit various social media platforms for spiritual nourishments. They serve us well that is why we visit these sites so often".*

4.9 The Relationship between Time of Social Media use and Psychological Wellbeing

The timing of social media use was examined in the context of Use of social media daily, in the morning, late in the night, in the presence of friends and spending considerable amount of time on social media. Pearson Correlation was used with positive relations (Trustworthiness & Reciprocity), self-acceptance (Strengths and Weakness), and autonomy (Resistant to Pressure) as proxy for psychological well-being and was the dependent variable. The explained variable (dependent variable) was correlated against each of the items on timing of social media use. The results of the study on the relationship between timing of social media use and psychological well-being of the youth in Nakuru East Sub-County of Nakuru County, Kenya are presented in Tables 4.24, 4.25, 4.26 and 4.27 below.

4.9.1 The Relationship between Daily use of Social Media and Psychological Wellbeing

There was no significant relationship but positive correlation between the use of social media on a daily basis and positive relations ($P>0.05$). There was a significant

relationship but negative correlation between use of social media on a daily basis, and self-acceptance and autonomy (P<0.05) as shown in Table 4.24. The use of social media every day affected the youth adversely in the areas of self-acceptance (r= -0.510) and autonomy (r= -0.354). However, use of social media on a daily basis was beneficial to the psychological well-being in the area of positive relations (r= 0.055) as presented in Table 4.24.

Table 4.24: The Relationship between Daily use of Social Media and Psychological Wellbeing

		Daily Use of S.M
Positive Relations (Trustworthiness & Reciprocity)	Pearson Correlation	.055
	P. Value	.205
	N	230
Self-acceptance (Strengths & Weakness)	Pearson Correlation	-.510**
	P. Value	.000
	N	230
Autonomy (Resistant to Pressure)	Pearson Correlation	-.354**
	P. Value	.000
	N	230

Findings of the present study, which show that daily use of social media is generally detrimental to the psychological well-being of youth, agree with findings of previous study. Asemah, Okpanachi, and Edegoh (2013), found that extreme usage of social media has negative consequence on the users' well-being such as sleeping problems, despair, and dejection.

Frequent use of social media as highlighted by the above authors can be detrimental to the psychological wellbeing of social media users. Spending considerable time on social media daily may deprive youth time to attend to other important things. Such people may become lazy and as such as unable to define their goals present and future goals in life. They may also not fully understand their strengths and weaknesses due to lack of engagement in activities that offer them opportunity to gauge their strengths and weaknesses. It is therefore possible as suggested by the inferential results in Table 4.24 that daily use of social media has adverse effects on the psychological well-being of the users.

4.9.3 The Relationship between Use of Social Media in the Morning and Psychological Wellbeing

There was a significant relationship but negative correlation between the use of social media in the morning and psychological well-being of the youth in all aspects (P<0.05) as shown in Table 4.25. Closer analysis of the inferential results presented in Table 4.25 shows that the use of social media in the morning was generally beneficial to the wellbeing of the youth especially in the area of positive relations (r= 0.324) and self-acceptance (r= 0.135). However, the use of social media in the morning undermined psychological well-being of the youth in the area of autonomy (r= -0.121).

Table 4.25: The Use of Social Media in the Morning and Psychological Wellbeing

		Morning use of S.M
Positive relations (Trustworthiness & Reciprocity)	Pearson Correlation	.324**
	P. Value	.000
	N	230
Self-acceptance (Strengths & Weakness)	Pearson Correlation	.135*
	P. Value	.021
	N	230
Autonomy (Resistant to Pressure)	Pearson Correlation	-.121*
	P. Value	.033
	N	230

4.9.4 The Relationship between Use of Social Media Late in the Night and Psychological Wellbeing

There was no significant relationship but positive correlation between the use of social media at night, and positive relations and autonomy (P>0.05). However, there was no significant relationship and negative correlation between the use of social media at night and self-acceptance (P>0.05) as shown in Table 4.26. The results of the inferential analysis in Table 4.26 suggest that the use of social media made youth more positive about life (r= 0.004) and autonomous (r= 0.044). However, the use of social media late in the night undermined youth's ability to accept themselves (r= -0.022).

Table 4.26: The Use of Social Media Late in the Night and Psychological Wellbeing

		Late Night Use of S.M
Positive Relations (Trustworthiness & Reciprocity)	Pearson Correlation	.004
	P. Value	.476
	N	230
Self-acceptance (Strengths & Weakness)	Pearson Correlation	-.022
	P. Value	.371
	N	230
Autonomy (Resistant to Pressure)	Pearson Correlation	.044
	P. Value	.252
	N	230

The findings of the present study that found that social media use at night was beneficial to the psychological well-being of the youth especially in the area of autonomy differs significantly with findings of a similar study done earlier. Oji (2007) found that the use of social media at night by college students led to the development of anti-social behaviours such as addiction to pornography, fraud, blackmailing and racketeering among other criminal behaviours. Although there are still people using social media to commit crime, the practice is not as common as it was over a decade ago. Countries have enacted anti-crime prevention legislations, with very harsh penalties that have in a sense deterred people from engaging in cyber or internet-based crime. Present day social media users are also fairly enlightened on issues of cybercrimes unlike their counterparts of the mid-2000. This partly explains why the use of social media at night has no adverse effects on individuals' autonomy as was the case in the past.

4.9.4 The Relationship between Use of Social Media in the Presence of Friends and Psychological Wellbeing

There was no significant relationship but positive correlation between the use of social media in the presence of friends and positive relations and autonomy ($P>0.05$). There was, however, a significant relationship but negative correlation between use of social media in the presence of friends and self-acceptance ($P<0.05$) as shown in Table 4.27.

Table 4.27: The Use of Social Media in the Presence of Friends and Psychological Wellbeing

		Presence of Friends
Positive Relations (Trustworthiness & Reciprocity)	Pearson Correlation	.056
	P. Value	.199
	N	230
Self-acceptance (Strengths & Weakness)	Pearson Correlation	-.161**
	P. Value	.007
	N	230
Autonomy (Resistant to Pressure)	Pearson Correlation	.073
	P. Value	.134
	N	230
	N	230

The use of social media in the presence of friends was both beneficial and harmful to the psychological wellbeing of the youth as shown by the results of inferential analysis in Table 4.27. It is discernible that the use of social media in the presence of friends made enhanced psychological well-being of the youth in the areas of positive relations (r= 0.056) and autonomy (r= 0.073). On the contrary, the results of inferential analysis suggest that youth who used social media in the presence of their friends found it difficult to accept their strengths and weaknesses (r= -0.161).

CHAPTER FIVE
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This study analyzed the influence of social media use on the psychological well-being of the youth in Nakuru East Sub-County, Nakuru County, Kenya. Therefore, the summary, conclusions and recommendations presented in this chapter focuses on the influence of social media use on the psychological wellbeing of the youths.

5.2 Summary of Findings

The summary of the study findings was based on the objectives of the study, data collection and data analysis. The quantitative data were collected using self-administered questionnaires, which were analyzed using descriptive and inferential statistics. Pearson Correlation was used to test if there was any significant relationship between the types, motives and timing of social media use and the psychological well-being of the youth. The following are the summary of the findings of the study, which have been presented according to the objectives of the study.

5.2.1 The Influence of Type of Social Media used on the Psychological Well-being of the Youth

The results of the study show that WhatsApp (92.2 %) was the most used social media platform. This was followed by Facebook (73.5%), Twitter (72.6%) and Youtube (71.3%) in that order. Video Game (54.8%) was the least used social media platform (Table 4.2, 4.3, 4.4, 4.5 and 4.6). The use of Twitter enhanced positive relations, self-acceptance and autonomy among the youth (Table 4.13). The use of WhatsApp was detrimental to the youth's positive relations and self-acceptance but beneficial to their autonomy (Table 4.14). Facebook as one of the types of social media used enhanced positive relations and autonomy among the youth, but in a significant way undermined self-acceptance among the youth (Table 4.15). However, the use of Youtube and Video Games were detrimental to the psychological well-being of the youth. They undermined positive relations, self-acceptance and autonomy among the youth (Table 4.16; Table 4.17).

5.2.2 The Influence of Motive of Social Media used on the Psychological Well-being of the Youth

The results of the study presented in Tables 4.7 and 4.8, and Figures 4.5, 4.6 and 4.7 reveal that the main motive for social media use was connecting with intimate friends (95.7%), posting photographs (83.2%) and chatting with friends (82.6%). However, social media was least used for seeking information on health (36%), as a source of news (43.4%), connecting with relatives (47.4%) and sourcing for religious information (53%).

The use of social media as a source of news enhanced positive relations and self-acceptance among the youth but undermined their autonomy (Table 4.18). The use of social media to chat with friends enhanced positive relations among the youth but adversely affected their self-acceptance and autonomy (Table 4.19). Further, the use of social media to connect with intimate partners undermined positive relations and autonomy among the youth but was beneficial to their self-acceptance (Table 4.20). Similarly, the use of social media as a source of information on human health was beneficial to youth in the areas of positive relations and autonomy, but destructive to their self-acceptance (Table 4.21). The inferential results of the study also revealed that the use of social media to post personal photographs enhanced positive relations and self-acceptance among the youth, but the action proved detrimental to their autonomy (4.22). Sourcing for religious information as a motive for social media use was beneficial to youth's positive relations, self-acceptance and autonomy (Table 4.23).

5.2.3 The Influence of Time of Social Media use on the Psychological Well-being of the Youth

Social media was mostly used daily (92%), in the presence of friends (78.7%) and at any time of the day (76.9%). Social media was moderately used at night (65.5%), and least used in the morning (27.8%) (Table 4.9: Figures 4.10, 4.11, 4.12 and 4.13). The use of social media every day had an adverse effect on the psychological well-being of the youth especially in the area of self-acceptance and autonomy but enhanced their positive relations (Table 4.24). The use of social media in the morning undermined youth's autonomy but boosted their positive relations and self-acceptance (Table 4.25). The use of social media at night enhanced the youth's psychological well-being more so in the aspects of positive relations and autonomy. It was, however, detrimental to their self-

acceptance (Table 4.26). The use of social media in the presence of friends undermined the self-acceptance of the youth but enhanced their positive relations and autonomy (Table 4.27).

5.3 Conclusions

Interpretation and analysis of data collected from questionnaires and interview schedules reveal that the type of social media used that greatly enhanced the psychological well-being of the youth was Twitter. WhatsApp and Facebook also we're beneficial to the psychological well-being of the youth, though not in a significant way. However, Youtube and Video Games adversely affected the psychological well-being of the youth.

The motive for social media use that had the greatest benefit to the psychological well-being of the youth was social media as a source of religious information. The use of social media as a source of news, information on health and avenue for posting personal photographs and connecting with intimate partners had also moderate benefits for the psychological well-being of the youth. The use of social media for connecting and chatting with friends had the least benefit to the psychological well-being of the youth.

The aspects of the time of social media use that were beneficial to the psychological well-being of the youth were the use of social media in the morning, and in the presence of friends. However, the use of social media every day as well as the use of social media at night had adverse effects on the psychological well-being of the youth.

5.4 Recommendations

5.4.1 Empirical Recommendation

This study established that a considerable number of the youths posted their photographs. There was general concern that some photographs posted were quite demeaning and could potentially cause psychological harm to the individuals who posted them or those socially close to them. It was also noted that some people out of malice make public their social media conservations privately shared photographs to the detriment of the individuals concerned. It is therefore the recommendation of this study that individuals should cautiously and carefully choose the kinds of photographs they can post on their social media platforms or share with their social media friends. It is essential for social media users to undertake background checks of social media friends before they share or engage in private and sensitive conversations.

This study established that some respondents were spending too much time on social media and or using social media at an inappropriate time, which the study established significantly, undermined their psychological well-being. This study, therefore, recommends that the youth should engage in social media sparingly and at the appropriate time. This may include, spending a reasonable amount of time on social media, avoiding the use of social media every day and late at night. This study further recommends for same study in other areas.

5.4.2 Policy Recommendation

There is a need for the government, counselors, psychologists and other scholars to properly guide, and inform the youth on the negative influence of social media on their psychological well-being in particular and other areas generally. This will enable the youth to use social media while fully aware of the adverse consequences of inappropriate use of social media.

5.4.3 Areas for further studies

This study established that some youth have a tendency of posting personal photographs that are inappropriate and sexually explicit. However, it was not clear what kind of personality traits drives such as acts of exhibitionism. This study, therefore, recommends further research on the relationship between self-esteem and anti-social behavior in social media.

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APPENDICES

Appendix I: Questionnaire (Youths)

Influence of Social Media Use on the Psychological Well-Being of the Youth in Nakuru East Sub-County, Nakuru County, Kenya

Your participation in this study will be highly appreciated since it will be of great value to the study. The study will observe high level of confidentiality at all times during the study. You are requested to respond to all the questions as honestly and truthfully as possible. The researcher will be available to offer necessary assistance when needed.

Thanks for your support and cooperation.

Grace Wairimu Mwangi

PART A: Profile of the Respondents

1. State your Gender

   □ Male □ Female □ Transgender

2. State your age between

   □ 18-27

   □ 28-35

3. What is your highest level of formal education?

   □ KCPE

   □ KCSE

   □ Certificate

   □ Diploma

   □ Degree

   □ Other Specify……

4. State your religion

   □ Christian

   □ Muslim

   □ Traditional Religion

   □ Other Specify …….

5. What forms of social media gadgets do you access?

- Smart phones
- Tablets
- Computers
- All of the above
- None of the above

6. How do you access your Social Media Network?

- Free WI-FI
- Personal Data

PART B: Types of Social Media Used

To what extent would you agree with the following statements about the type of social media use?

KEY: 1- Strongly Agree, 2- Agree, 3- Somehow Agree, 4- Disagree, 5- Strongly Disagree

Statement	1	2	3	4	5
7.The youth use Twitter on a daily basis					
8.Youth use Twitter occasionally					
9.The youth rarely use Twitter.					
10.The youth use WhatsApp on a daily basis					
11.Youth use WhatsApp occasionally					
12.The youth rarely use WhatsApp					
13.Most of the youth use Facebook on a daily basis					
14.Most of the youth use Facebook occasionally					
15.Rarely do the youth use Facebook					
16.Youtube is used by the youth on a daily basis					
17.The youth use YouTube occasionally					
18.Rarely do the youth use Youtube					
19.Mostly the youth use video games on a daily basis					
20.The youth use video games occasionally					
21.Rarely do the youth use video games					

Part C: Motives for Social Media Use

To what extent would you agree with the following statements about motives for social media use?

KEY: 1- Strongly Agree, 2- Agree, 3- Somehow Agree, 4- Disagree, 5- Strongly Disagree

Statement	**1**	**2**	**3**	**4**	**5**
22. The youth use social media to know what is happening in the political world.					
23. Youths use social media to know what is happening in the world of sports.					
24. The youth may use social media to enhance cooperation.					
25. Mostly the youth use social media to chat with casual friends to feel a sense acceptance.					
26.Youths use social media to chat with relatives and enhance positive relations					
27.The youths use social media to chat with romantic partners/friends to create happiness					
28.Through the use of social media, the youth independently seek for Health information.					
29.When the youth are bored, they use social media to pass time and for leisure purposes.					
30. Mostly the youth use social media to post photographs to describe personal whereabouts.					
31.The youth use social media to maintain contacts with positive relations with long distance friends.					
32.The youth use social media to source for religious issues.					
33.The youth use social media to participate in a Bible study.					
34.The youth preach to other youths through social media.					

Part D: Time of Social Media Use

To what extent would you agree with the following statements about the time of use of social media?

KEY: 1- Strongly Agree, 2- Agree, 3- Somehow Agree, 4- Disagree, 5- Strongly Disagree

Statement	**1**	**2**	**3**	**4**	**5**
35.The youth mostly visit their preferred social media network site every day.					
36. Some of the youth prefer visiting social media at any time of the day.					
37. The youth use social media in the morning to enhance the relationships.					
38., Sometimes the youth use social media very late into the night to source for happiness.					
39. The youth use social media on a weekly basis a sense of acceptance.					
40. Mostly the youth use social media during lunch hour to maintain positive relations.					
41.The youth use social media even in the presence Friends to communicate to others friends.					
42.Youths prefer communicating with friends through social media rather than face to face most of the time.					
43.The use of social media leaves youths with very little time interact physically with their friends.					
44.The youths spend considerable amount of time each time they visit their preferred social media site.					

PART E: Psychological Well-being

To what extent would you agree with the following statements about the use of social media use by the youth?

KEY: 1- Great Extent, 2- Extent 3- Some extent, 4- Least Extent, 5- No extent

Statement	**1**	**2**	**3**	**4**	**5**
45. Comparing the past and now the youths seem happy with how things have turned through social media use					
46. The youth seems to have a sense of direction and purpose in life when they use social media.					
47.Through social media use the youths understand fully strengths and weaknesses.					
48. The youth have good sense of what they try to achieve in their life through use of social media.					
49.Through the use of social media the youth independently make future plans.					
50. Through the use of social media the youth have learnt how to indulge in drugs use.					
51.The youths always feel happy when a person acknowledges what they post on social media.					
52.The youth always appreciate friends and relatives when they share their ideas on social media.					
53.Youths through social media copy different dressing's styles.					
53.Sometimes youths find it hard to stay without use of social media.					
54.Through social media some youths have experience cyber bullying.					
55.When youths are unable to connect through social media they are frustrated.					
56.Youths have learnt new skills and secured jobs through social media.					

Developed by: Grace Wairimu Mwangi

Appendix III: Interview Schedule for Counselor's

1. How would you describe the level of social media use among the youths?
2. What are the main issues that you have handled while counseling the youths concerning the use of social media?
3. How would you describe of the time spent on social media in relation to frequency and time span?
4. What would you say are the motive behind social media use by the youth?
5. What are some of the benefits of social media use to the youths?
6. What would you say are the problems experienced by youths as a result of social media use?
7. What is your advice to the youth in terms of social media use, concerning their Psychological Well-being?

Appendix IV: Interview Schedule for Selected Youth

1. How would you describe the level of social media use among the youths?
2. What would you say are the main issues that youth discuss with their friends on social media platforms?
3. How would you describe the appropriateness of the time of social media, frequency and time span of social media use by youths?
4. What are some of the benefits of social media use to the youths?
5. How would you describe your relationships with other people as a result of social media use?
6. How would you describe your independence in terms of social media use?
7. How would you describe yourself when using social media in comparison with others?

Developed by: Grace Wairimu Mwangi

Appendix V: University Introduction Letter

ST. PAUL'S UNIVERSITY

Private Bag 00217 LIMURU, KENYA
Email: office@spu.ac.ke
Website: www.spu.ac.ke

Tel Office: +254 (0) 20-2020505/10
Mobile: +254 (0) 728-669000
(0) 736-424440

14th January 2020

National Commission for Science and Technology,
P.O. BOX 30623-00100,
Nairobi.

Dear Sir/Madam,

Re: Recommendation for Grace W. Mwangi to conduct research.

This letter confirms the above named person is a second year student of the Master of Arts degree in Counselling Psychology at St. Paul's University.

The final year consists of a major research work leading to a dissertation. The student's selected topic is *'Influence of social media use on the psychological well being of the youth in Nakuru East Sub County'.*

Kindly grant this student the required permit.

Yours Faithfully,

Dr. Sammy Githuku
Director, Postgraduate Studies

BOARD OF POSTGRADUATE STUDIES
ST. PAUL'S UNIVERSITY
14 JAN 2020
KENYA
P.O. PRIVATE BAG - 00217 LIMURU

Appendix VI: NACOSTI Research Authorization Letter

REPUBLIC OF KENYA

NATIONAL COMMISSION FOR SCIENCE,TECHNOLOGY & INNOVATION

Ref No: **527409**

Date of Issue: **24/January/2020**

RESEARCH LICENSE



This is to Certify that Ms.. GRACE MWANGI of St. Paul's University, has been licensed to conduct research in Nakuru on the topic: INFLUENCE OF SOCIAL MEDIA USE ON PSYCHOLOGICAL WELL-BEING OF THE YOUTH IN NAKURU EAST SUB-COUNTY, NAKURU COUNTY. for the period ending : 24/January/2021.

License No:**NACOSTI/P/20/3547**

527409

Applicant Identification Number

Director General
NATIONAL COMMISSION FOR SCIENCE,TECHNOLOGY & INNOVATION

Verification QR Code

NOTE: This is a computer generated License. To verify the authenticity of this document, Scan the QR Code using QR scanner application.

Appendix VII: County Commissioner Authorization Letter

THE PRESIDENCY
MINISTRY OF INTERIOR AND
CO-ORDINATION OF NATIONAL GOVERNMENT

Telegram: "DISTRICTER" Nakuru
Telephone: Nakuru 051-2212515
When replying please quote

COUNTY COMMISSIONER
NAKURU COUNTY
P.O. BOX 81
NAKURU.

Ref No. CC. SR.EDU 12/1/2/VOL.V/108 **13th February, 2020**

Deputy County Commissioner
NAKURU EAST SUB COUNTY

RE: - RESEARCH AUTHORIZATION – MS. GRACE MWANGI

The above named student from St. Paul's University has been authorized to carry out research on "**influence of social media use on psychological well-being of the youth** in Nakuru East Sub County for a period ending 24th January, 2021

Please accord her all the necessary support to facilitate the success of her research.

MARY W. MWANGI
FOR: COUNTY COMMISSIONER
NAKURU COUNTY