

SOCIAL MEDIA USAGE AMONG THE YOUTH IN MBARARA TOWN AND  
ITS EFFECTS ON THEIR SOCIAL BEHAVIOURS

by

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A thesis submitted to the Faculty of Post Graduate studies

of

PAC University  
Nairobi, Kenya

In partial fulfilment of the requirements for the award of degree of

MASTER OF ARTS  
in Leadership

October 2016

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## ABSTRACT

This study aimed at finding out the trend of social media usage among the youth in Mbarara town and its effects on their social behaviours. The researcher used a survey research design. The study considered 191 youths aged 18-29 years of age in three higher institutions of learning which were purposively selected. Different quotas of senior six and senior five were drawn from these institutions and participants were randomly selected. Data were collected using self-administered questionnaires. The collected quantitative data was then coded and entered in SPSS for analysis. Data were analysed by use of SPSS using frequency counts, and summary statistics. The study findings showed that majority of the youths were at least on one or more social media sites and among them, Facebook, WhatsApp, Twitter, and Instagram were the mostly used. It was also found out that the youths regard social media as very important and necessary saying that they used it for communication, relational and educational purposes among others. Social media having an effect on dress code, self-confidence and due the hours that the youth spend on social media this has affected their academic performance. The value and importance that the youth attach to social media could not be ignored, making it a force of influence informing their decisions on relationships, education, and dress code among others. With such effects attached to social media usage, the study recommended the following: the government and institutions of learning can consider incorporating it not only as a tool of learning but also an instrument of instruction