



4th International Conference on
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TITLE: Psychological Effects of Social Networking Sites Usage among Students in a Kenyan University

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ABSTRACT

The use of social media sites has revolutionised global communication. However; it has brought with it profound side effects that include addiction amongst other psychological problems. This study set out to establish the psychological effects of social networking usage among Daystar University students. The study used a cross-sectional survey design. The target population was 2061 students who are based in Athi River campus, Kenya. Opportunity sampling was used to select the respondents. A total of 236 respondents formed the sample size. Data was collected by use of questionnaires which adopted and modified the DASS tool, Life satisfaction scale and the Reviled UCLA scale. Data was analyzed using Statistical Package for Social Sciences SPSS version 23.0 and presented using graphs, tables and charts for the descriptive statistics and Pearson's correlation and chi-square for the inferential statistics. It was found that there was a statistically significant moderate correlation ($r = 0.492$, $p = 0.019$) between the frequency of accessing SNS and depression as well as the relationship between anxiety and the frequency of accessing SNS, with a statistically significant moderate correlation ($r = 0.627$, $p = 0.007$). This study recommends that students should limit their usage of social networks to reduce the associated negative side effects.

BIOGRAPHY

Sharleen Karanja is a PhD candidate in Clinical Psychology at Daystar University, Kenya. She runs her counselling firm and is also a counsellor at the Nuru Counselling Centre which is run by Daystar University. She has several publications and has co-authored some articles in the field of psychology. She is a seasoned speaker and mental health training facilitator.



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