
**The Dynamics of Social Media Use on Self-Concept and Social Behavior of Adolescents
Secondary Schools in Uasin Gishu County, Kenya**

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Abstract

Technological advances have been said to reduce the world into a global village thereby communication/interaction. By virtue of these, an online social community via social media Social Networking Sites (SNSs) has been birthed out. With the penetration of the internet billions of people can interact regardless of their location, race, gender or age. Young (teenagers/adolescents) have particularly been observed to be very active on social media interactions and activities they engage in on social media can have either positive or negative influences on their self-concept and their social behaviour. This paper presents the findings of a study whose main objective was to determine the kind of influence social media use can have on the self-concept and social behaviour of adolescents in secondary schools in Uasin-Gishu County Kenya. A descriptive research design was employed in the study. The target population for the study was 11,525 secondary school students from Form Two to Form Four, which yielded a sample of 375 respondents. The study will also include teachers in secondary schools in Uasin-Gishu County. Data was collected through a questionnaire on the influence of social media use on self-concept and social behaviour for students, interview guides on the same for teachers and focus group discussions among students. Data collected were analyzed using both descriptive and inferential statistics. The study findings are expected to put measures in place to guide and counsel students on the proper and constructive use of social media.

Key Words: Social Media, Self-Concept, Social Behavior, Adolescents

