

## Sociodemographic Differences in Social Networking among Undergraduate University Students in Nairobi County, Kenya

Virginia Wanjiru Nyagah<sup>1\*</sup>, Sr. Sabina Mutisya PhD<sup>2</sup>, Jared Ntabo Anyona PhD<sup>3</sup>

### ABSTRACT

The excessive use of social networking sites by undergraduate university students is very alarming as they are spending a lot of time on these sites. This study therefore investigated demographic differences and use of different types of social networking sites among undergraduate university students in Nairobi County, Kenya. The aim of the study was to investigate demographic differences and use of different types of social networking sites among undergraduate university students in Nairobi County, Kenya. The study adopted mixed method sequential research design. The target population was 34405 undergraduate university students from which a sample size of 385 respondents was selected. Data was collected using questionnaires and interview guides. Data analysis was done using univariate analysis. The study had several findings: first the study found that majority (99.1%) of the respondents have an account in online social networking site while 0.9% don't have. Secondly, WhatsApp was found to be the most popular (18.98%) social networking site followed by Facebook (18.16%), Instagram (16.85%), You Tube (16.41%), Twitter (16.3%) and Snapchat (13.29%). Second years and fourth years were found to have higher frequency of Facebook use and WhatsApp use than other classes while first years had higher frequency of Twitter use, You Tube frequency use and frequency of Instagram use. Finally, frequency of Facebook, Twitter and WhatsApp use was found to be highest in private universities not sponsored by religious institution and lowest in public universities. Frequency of Instagram and Snapchat use was higher in private universities not sponsored by religious institution and lowest in private universities sponsored by religious institution.

**Keywords:** Online Social networking, Social Networking Sites, Facebook, Twitter, Whatsapp, Instagram, Snapchat, YouTube

Online social networking has changed the mode of communication especially among the young people (Thomson, 2013). This form of communication has greatly increased in the last few years with many people relying on social networking sites such as Facebook, YouTube, WhatsApp, Instagram, Twitter and Snapchat among others to pass information and connect

<sup>1</sup>PhD Candidate, Department of Psychology, The Catholic University of Eastern Africa, Africa

<sup>2</sup>Department of Psychology, The Catholic University of Eastern Africa, Africa

<sup>3</sup>Department of Research and Evaluation, The Catholic University of Eastern Africa, Africa

\*Responding Author

Received: July 19, 2019; Revision Received: September 21, 2019; Accepted: September 26, 2019

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with others (Woo & Lee, 2017). Woo and Lee add that the usage and development of these social networking sites continue to increase across the world because of the value they have in aiding human communication. According to Lenhart, Purcell and Smith et al. (2010) the most commonly used social networking sites are Facebook (41%), Instagram (20%), Whatsapp (11%), Twitter (6%), and other social networking sites (1%).

The use of these popular online social networking sites is today ubiquitous, especially among university students (Christofferson, 2016). The university students use this form of communication greatly as it helps them make connections with friends in the university and friends outside of school (Kirik et al, 2015). However, regardless of the positive side of SNS usage, Jeong and Kim (2017) reports that concerns have emerged over their potential to be addictive as a result of excessive use. In addition, Kirik et al (2015) reports that many people including parents and guardians are worried that students are spending too much time on social networking sites at the expense of not having enough time to study. However, despite the worry expressed by the parents and other stake holders of education about students' constant use of the social networking sites excessively, many students continue to utilize these sites on a daily basis.

Statistics show that university students are spending a lot of time on social networking sites. For instance, Janvovic, Nikolic, Vukonjanski and Terek (2016) study found that students in Serbia spend an average of 5 hours daily on Facebook and other social networking sites. Similarly, Hormes (2016) study found that 28.6% of undergraduate students in China use social networking sites daily on average of six hours daily.

In another survey taken by Garcia (2016) on time taken by students in California, Texas, Washington, and Arizona on social networking sites, the survey found that 43.2% of the students spend two or more hours on Social networking sites, 29.5% spend 1-2 hours while 27.3% spend 30 minutes - 1 hour on social networking sites. These findings agree with the findings of Janvovic, Nikolic, Vukonjanski and Terek (2016) study which found that undergraduate students spend a considerable amount of time on social networking sites. Globally, these statistics show that the prevalent of online social networking by undergraduate students is very high.

Rousseau and Puttaraju (2014) also conducted a study to find gender differential factors in uses of social networking sites which found that the frequently used social networking site in Bangalore by the male young adults was Facebook (75%) and Twitter (37.5%) compared to females. The study also found that the frequently used social networking site by the female young adults was Facebook (85.71%) and Twitter (42.86%).

Similarly, Kasahara (2017) study which was carried out to examine the gender differences in social media use and cyberbullying in Belize disagreed with the findings of this study that males had higher frequency of Instagram use (mean=2.80; SD= 1.445) compared to females (mean=2.26; SD= 1.374) as well as Snapchat use males had (mean=4.34; SD= 1.193) compared to females (mean=3.33; SD= 1.439). Kasahara (2017) found that females were significantly more likely to post very often to Snapchat ( $\chi^2(4) = 13.78, p < .01$ ) and Instagram ( $\chi^2(4) = 14.95, p < .01$ ) compared to males.

Similarly, Shams (2013) adopted a quantitative approach to examine online social networking sites usage patterns of undergraduate students in private universities of Dhaka, Bangladesh.

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The target population was undergraduate students in two universities (Independent University and North South University) in Bangladesh. The sample size comprised of 78 undergraduate students which was selected using random sampling method. The respondents were asked to indicate whether they use social networking sites. They were also asked to indicate which social networking site they preferred most and state the frequency of access.

The study found that majority (98.72%) of the respondents use social networking sites while 1.28% of the respondents reported that they do not use social networking sites. The study further found that majority (88.46%) of respondents used Facebook more compared to other social networking sites. In terms of frequency of access, the study found that majority (71.80%) of respondents log on to SNS every day and spend between one and two hours on these sites. Lastly the study found that more (78.13%) females accessed social networking sites daily compared to males (67.39%). The study concluded that online social networking was very popular with private university undergraduate students in Dhaka, Bangladesh.

Findings of Shams (2013) study were also confirmed by Parr (2015) study on Facebook's popularity with university students in the United Kingdom. The study found that 85% of students used the social networking platforms. The findings of the study further revealed that Facebook is the social media platform most commonly used by university students compared to others. The researcher agrees with these findings that majority of the university students use social networking sites since they are always glued to their phones chatting on these platforms.

Braimllari (2017) conducted a study on use of social networking sites by the undergraduate students of university of Tirana in Albania. The target population of this study was undergraduate students of Tirana University attending second and third year in academic year 2016-2017. The sample size comprised of 300 respondents across the programs of study in both faculties. The results of the study revealed that about 84.5% of the students use social networks sites every day. The study also found that the most used social networking site was Facebook (92%), followed by Instagram (77%). Finally, findings of the study revealed that the respondents with more than four SNSs accounts, spent more than three hours daily. In terms of gender, the study found that male respondents were more likely use SNSs 10 times every day compared to females. These findings on gender differences in terms of use of social networking sites disagree with Shams (2013) study which found that more females accessed social networking sites daily compared to males.

Karaca (2015) used a survey research design study to explore undergraduate students' utilization of social networks in their daily life. The target population was undergraduate students from computer education and instructional technologies department in Marmara University Istanbul, Turkey. A sample size of 102 respondents was randomly selected. The study found that Facebook (93.1%) was nearly used by all participants followed by WhatsApp (90.2%). These findings were similar to findings of Braimllari (2017) study which found that Facebook is the most popular social networking site followed by WhatsApp. The study also found that the other social networking sites used by the participants were twitter (70.6%) and Instagram (67%). The findings of this study also revealed that while 53.9% of students reported that they use social networking sites several times during the day, specifically, 42.2% and 4% of students reported that they use social networking sites 1-2 times in a day and 1-2 times in a week respectively. Surprisingly, the study found that there were no students who never use these sites.

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Kircaburun, Alhabash, Tosuntaş and Griffiths (2018) study on uses and gratifications of problematic social media use among university students disagreed with Braimllari (2017) study findings that the most popular social networking site was Facebook followed by WhatsApp. Kircaburun, Alhabash, Tosuntaş and Griffiths (2018) study instead found that the most frequently used social media platforms was Whatsapp (92%). This was followed by Instagram (79%) and You Tube (78%). Facebook (55%) was fourth followed by Snapchat (37%) and Twitter (32%). The study comprised 1008 undergraduate students from a Turkish state university. The study also found that majority (44%) of students use internet to access social media more than 4 hours daily.

Nwokedi (2019) used a survey research design to carry out a study on use of social networking sites amongst undergraduates in the University of Jos. The target population was all the first year Students in the Department of Theater and Film Arts, Faculty of Arts. A sample of 348 respondents was selected. Findings of the study showed that majority (97.05%) of the respondents use social networking sites while (2.95%) of the respondents stated that they have never used the SNSs. These findings agree Shams (2013) study which found that majority (98.72%) of the respondents use social networking sites while 1.28% of the respondents reported that they do not use social networking sites.

Nwokedi (2019) study also revealed that majority (19.59%) of the respondents use Facebook followed by WhatsApp (17.22%) and Twitter (14.18%). The study also found that the least prevalent followed social networking site was My space (0.68%) followed by Badoo (1.01%) and Instagram (4.72%). These findings are consistent with Karaca (2015) study which found that Facebook (93.1%) was nearly used by all participants followed by WhatsApp (90.2%) and twitter (70.6%).

African university students have also been found to use social networking sites at an alarming state. For instance, a study by Yeboah and Ewur (2016) found that students in Ghana spend over eight hours daily on WhatsApp Messenger as well as Facebook. Similarly, Alabi (2013) found that most university undergraduates in Nigeria start their day by logging into their Facebook accounts and check any updates irrespective of their age. The use of these social networking sites by university students is more alarming as observed by Olubiyi (2012). Olubiyi found that Nigerian youths are obsessed with social networking sites to an extent that majority of students use social networking sites in classrooms and lecture theatres when lectures are going on. Some of the activities they engage in when using these SNSs are chatting, Facebooking, pinging or 2going.

In East Africa, there is scarce literature on statistics of students' engagement in online social networking yet they are also found to be great users of social networking sites. However, the few studies done show that university students engage in online social networking to an extent of causing some psychological disturbances and as a result it is manifested in poor academic performance among the students (Wesonga, 2017). Wesonga study further found that 36.91% of university students spend a lot of time on online social networking sites to an extent of interfering with their daily activities.

In Kenya, different studies have also shown that university students access social networking sites and spend considerable amount of time on these sites. For instance, Nkatha, Kimwele and Okeyo (2015) study on the use of social networking sites for learning in institutions of

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higher learning found that most (78%) of the students from Jomo Kenyatta University of Agriculture and Technology in Kenya are members of the social networking sites and access it on daily basis. Agreeing with these findings was the study by Jantti (2015) on the usage of social media by young adults living in Nairobi. The study concluded that social media use was more prevalent among university students.

### **METHODOLOGY**

The study adopted a mixed method sequential explanatory research design. The target population for this study was undergraduate university students enrolled in seven selected universities both private and public and their respective counselors in Nairobi County, Nairobi County. The study used both probability and non-probability sampling methods at various stages.

Under probability sampling, stratified sampling technique was used to classify the universities into three strata: public universities, private universities sponsored by a religious institution (church) and private universities not sponsored by a religious institution. From each stratum, simple random sampling was used to select two public universities, two private universities sponsored by a religious institution (church) and three private universities not sponsored by a religious institution. From each stratum, simple random sampling was used to select two public universities. Multistage sampling technique was then used to classify different schools/ faculties of the randomly selected universities into groups.

From each university, one school/ faculty was randomly selected to participate in the study. Further multistage sampling technique was used to classify different departments from the randomly selected faculty from each university. One department was then randomly selected. From the randomly selected department, cluster sampling technique was used to classify students into four clusters depending on the year of study. From each cluster, stratified sampling technique was used to divide the students into strata comprising males and females. From each stratum, simple random sampling technique was used to obtain the sample size for the study. This was guided by Godden (2004) formula used to calculate the sample size of each university. The sample size for the study was 385 respondents.

Data was collected by use of questionnaires and interviews. Pilot study was carried out in order to ascertain the validity and reliability of the instrument. Data collected was systematically organized and cleaned by checking whether all the questions have been filled so as to carry out the analysis. Data was coded and entries into SPSS version 22 done. The outcomes of the coded data were tallied, tabulated, analyzed and summarized. Data was analyzed by univariate analysis and thematic analysis backed up by narratives. Logistical and Ethical Considerations were observed during the whole process of conducting the research

### **RESULTS**

#### ***Account in Online Social Networking Site***

The study sought to find out whether respondents have an account in any online social networking site. The respondents were asked to respond whether they have an account in any online social networking site in the questionnaire by indicating yes or no. The percentages were then computed. Table 1 shows the findings on whether the respondents have an account in online social networking site.

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**Table 1 Account in Online Social Networking Site**

		<b>Frequency</b>	<b>Percent</b>
	Yes	347	99.1%
	No	3	.9%
	Total	350	100.0

Table 1 shows that majority (99.1%) of the respondents have an account in online social networking site while 0.9% of the respondents don't have an account in online social networking site. This means that majority of university students have account in social networking site.

***Type of Social Networking Sites Accounts Owned by Respondents***

The study sought to find the type of social networking sites respondents own by asking them to indicate the type of social networking site account they have. The frequency and percentage of respondents' type of social networking site account they have was then computed. Table 2 shows the findings of the frequency and percentages of the type of social networking site.

**Table 2 Type of Social Networking Sites Account Owned**

<b>Type of Account</b>	<b>Frequency</b>	<b>Percentage</b>
Facebook	332	18.16%
Twitter	298	16.3%
Instagram	308	16.85%
WhatsApp	347	18.98%
Snapchat	243	13.29%
YouTube	300	16.41%

Table 2 shows that, the type of social networking site account owned by majority of respondents was WhatsApp with a percentage of 18.98%. This was followed by Facebook (18.16%) and Instagram with 16.85%. The social networking site account owned by least number of respondents was Snapchat (13.29%) followed by twitter with 16.3% and You Tube with 16.41%. From these findings, it can be interpreted that respondents have accounts in all the types of social networking sites presented to the them. However, majority of respondents have WhatsApp and Facebook accounts and very few respondents have Snapchat. The reason behind this could be that some social networking sites have been there long enough and are popular with students while others are like Snapchat are new and have not been there for long as a result some respondents are not aware of them hence a smaller percentage of those who own them.

These findings also corroborate with the subjective view of the participants interviewed on which type of social networking site they own. Majority of the participants reported that they have WhatsApp, Facebook and Instagram accounts. However, the study found that even if Instagram has not been there for wrong, majority of respondents who have Instagram account said that they like Instagram for it can make them famous. For instance, one participant reported "I like Instagram because if you post a video or a photo any you get over 500 views or likes it kind of makes you feel good and famous" (Participant 002, personal communication, April, 2019).

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Demographic differences of the respondents such as gender, year of study and university type with respect to use of different types of social networking sites by undergraduate university students were sought. First, the study sought to find out gender differences and use of different types of social networking sites among undergraduate university students. This was measured in terms of mean with the lowest possible mean being 1 and the highest possible mean being 5. Table 3 shows the findings of gender differences and use of different types of social networking sites among undergraduate university students.

**Table 3 Gender Differences and Use of Different Types of Social Networking Sites among Undergraduate University Students**

Type of social networking site	Gender	Frequency	%	mean	Std. Deviation
Facebook use	Male	174	52.41	2.63	1.364
	Female	158	47.59	2.77	1.380
	Total	332	100	2.70	1.372
Twitter use	Male	158	53.02	3.19	1.511
	Female	140	46.98	3.47	1.413
	Total	298	100	3.33	1.464
Instagram use	Male	160	51.95	2.80	1.445
	Female	148	48.05	2.26	1.374
	Total	308	100	2.52	1.431
WhatsApp use	Male	182	52.45	1.56	1.026
	Female	165	45.55	1.42	.952
	Total	347	100	1.48	.988
Snapchat use	Male	117	48.15	4.34	1.193
	Female	126	51.85	3.33	1.439
	Total	243	100	3.81	1.419
You Tube use	Male	159	53.00	2.58	1.435
	Female	141	47.00	2.38	1.186
	Total	227	100	2.48	1.311

Table 3 shows that females (47.59%) had higher frequency of Facebook use (mean=2.77; SD= 1.380) while males (52.41%) had lower frequency of Facebook use (mean=2.63; SD= 1.364). Similarly, females (46.98%) had higher frequency of Twitter use (mean=3.47; SD= 1.413) compared to males (53.02%) who had a mean=3.19; SD= 1.511. Unlike frequency of Facebook and twitter use which was higher in females than males, males (51.95%) were found to have higher frequency of Instagram use (mean=2.80; SD= 1.445) than females (48.08%) with a mean=2.26; SD= 1.374. Similarly, just like Instagram, males (52.48%) had higher frequency of WhatsApp use (mean=1.56; SD= 1.026) compared to females (47.55%) who had a mean=1.42; SD= .952. Likewise, the results of Snapchat use also showed that males (48.15%) had higher frequency of Snapchat use (mean=4.34; SD= 1.193) compared to females (51.85%) who had a mean=3.33; SD= 1.439. Lastly, You Tube use frequency in males (53.00%) was higher (mean=2.58; SD= 1.435) compared to that of females (47.00%) with a mean=2.38; SD= 1.311.

From the findings in table 3, it can be interpreted that, majority of the participants reported frequencies that are above average on all types of social media account across all genders except WhatsApp and You Tube for both males and females and Instagram for females. This shows that social networking sites are very popular with undergraduate university students

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irrespective of the gender. It can also be interpreted that all social media account had higher frequency use in males than in females, except for Facebook and Twitter.

This study also found that Facebook and twitter frequency of use was higher in females compared to males. Probably, the reason why frequency of Facebook and Twitter higher in females than males is because of the features that Facebook has which encourages one to post what is in their mind in the status update, their recent activities or uploading their photos. Females tend to participate in such activities compared to males hence the above findings

The study also sought to find out year of study differences and use of different types of social networking sites among undergraduate university students. The differences were measured in terms of mean with the lowest possible mean being 1 and the highest possible mean being 5. Table 4 shows the findings of year of study differences and use of different types of social networking sites among undergraduate university students.

**Table 4 Year of Study Differences and Use of Different Types of Social Networking Sites Among Undergraduate University Students**

		Frequency	Percent		
Facebook use	First	82	24.70%	2.80	1.363
	Second	82	24.70%	2.97	1.438
	Third	105	31.63%	2.55	1.416
	Fourth	63	18.98%	2.45	1.173
	Total	332	100	2.70	1.372
Twitter use	First	76	25.50%	3.65	1.300
	Second	74	22.29%	3.03	1.671
	Third	88	29.53%	3.50	1.339
	Fourth	60	20.13%	3.05	1.481
	Total	298	100	3.33	1.464
Instagram use	First	80	25.97%	2.60	1.452
	Second	80	25.97%	2.56	1.465
	Third	89	28.90%	2.39	1.299
	Fourth	59	19.16%	2.52	1.581
	Total	308	100	2.52	1.431
WhatsApp use	First	85	24.50%	1.48	.965
	Second	88	25.36%	1.68	1.166
	Third	108	31.12%	1.48	.980
	Fourth	66	19.02%	1.21	.682
	Total	347	100	1.48	.988
Snapchat use	First	63	25.93%	3.83	1.440
	Second	64	26.34%	3.56	1.611
	Third	71	29.22%	4.00	1.228
	Fourth	45	18.52%	3.83	1.378
	Total	243	100	3.81	1.419
You Tube use	First	75	25.00%	2.68	1.420
	Second	77	25.67%	2.27	1.271
	Third	89	29.67%	2.36	1.308
	Fourth	59	19.67%	2.64	1.186
	Total	300	100	2.48	1.311



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Table 4 shows that second years (24.70%) had higher frequency of Facebook use (mean=2.97; SD= 1.438) than other classes. The class which had lowest frequency Facebook use (mean=2.45; Sd= 1.173) was fourth year class (18.98%). Similarly, frequency of WhatsApp use was higher (mean= 1.68; SD= 1.166) among second years (25.36%) and lower (mean= 1.21; SD= .682) among fourth years (19.02%).

Findings of the frequency of Twitter use was higher (mean=3.65; SD=1.300) among first years (25.50%) and lowest (mean=3.03; SD= 1.671) among second years (22.29%). Similarly, findings of frequency of Instagram use was found to be higher (mean= 2.60; SD= 1.465) among first years (25.97%) and lowest (mean= 2.39; SD= 1.299) among third years (28.90%). Just like findings of Twitter and Instagram frequency use, the findings of You Tube frequency use also revealed that first years (25.00%) had higher (mean 2.68; SD= 1.420) frequency You Tube use and lowest (mean= 2.27; SD= 1.271) among second years (25.67%). Finally, the findings of Snapchat frequency use revealed that third years (29.22%) had highest frequency (mean= 4.00; SD= 1.228) and lowest frequency (mean= 3.56; SD= 1.611) was found among second years (26.34%).

From the findings of table 4, it can be interpreted that majority of participants in all classes reported frequencies that were above average mean in all types of social media account except WhatsApp whose frequency of use was below average for all classes. This shows that social networking sites are very popular among respondents in all the years of study. Probably the reason why frequency of WhatsApp use was below average for all classes was because one creates Whatsapp account using their phone number and one is able to see other people with WhatsApp account in their phonebook contact list. Unlike other SNSs like Facebook, You Tube, Instagram or Twitter where you can view profiles of many people known or unknown to you, WhatsApp does not provide this opportunity. Hence these findings.

The frequency of use of different types of social networking sites was found to be higher in second years compared to other years. The reason for this could be that second years have already adjusted to campus life and feel they have two more years to complete their university education. Hence, they have a lot of time to use social networking sites. Similarly, first years were found to use some social networking sites compared to others classes. This could be so because first years have just joined campus and have a lot of freedom away from their parents where they were closely monitored. Therefore, they want to find what is happening around the world which the social networking sites offer.

The study further sought to find type of university differences and use of different types of SNSs among undergraduate students. The differences were measured in terms of mean with the lowest possible mean being 1 and the highest possible mean being 5. Table 5 shows findings of type of university differences and use of different types of SNSs among undergraduates.

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**Table 5 Type of Social Networking Site and Type of University**

		F	%		
Facebook	Private Sponsored by Religious Institution	90	27.11	2.61	1.508
	Private Not sponsored by Religious Institution	103	31.02	3.05	1.285
	Public	139	41.87	2.47	1.287
	Total	332	100	2.70	1.372
Twitter	Private Sponsored by Religious Institution	82	27.52	3.35	1.631
	Private Not Sponsored by Religious Institution	94	31.54	3.49	1.361
	Public	122	40.94	3.19	1.418
	Total	298	100	3.33	1.464
Instagram	Private Sponsored by Religious Institution	85	27.60	2.29	1.423
	Private Not Sponsored by Religious	96	31.17	2.71	1.403
	Public	127	41.23	2.52	1.453
	Total	308	100	2.52	1.431
WhatsApp	Private Sponsored by Religious Institution	96	27.67	1.50	1.085
	Private Not Sponsored by Religious	109	31.4	1.62	1.032
	Public	142	40.92	1.35	.855
	Total	347	100	1.48	.988
Snapchat	Private Sponsored by Religious Institution	70	28.81	3.58	1.510
	Private Not Sponsored by Religious	79	32.51	3.95	1.336
	Public	94	38.68	3.87	1.412
	Total	243	100	3.81	1.419
You Tube	Private Sponsored by Religious Institution	80	26.67	2.35	1.387
	Private Not Sponsored by Religious	98	32.67	2.34	1.260
	Public	122	40.67	2.69	1.282
	Total	300	100	2.48	1.311

Table 5 shows that frequency of Facebook use was highest (mean= 3.05; SD= 1.285) in private universities not sponsored by religious institution (31.02) and lowest (mean= 2.47; SD= 1.287) in public universities (41.87%). Similarly, findings of frequency of Twitter and WhatsApp use revealed that it was highest (mean=3.49; SD= 1.361 and mean= 1.62; SD= 1.032) in private universities not sponsored by religious institution (31.54% and 31.4%) respectively and lower (mean= 3.19; SD= 1.418 and mean= 1.35; SD= .855) in public universities (40.94% and 40.92%) respectively.

Findings of frequency use of Instagram show that it was higher (mean= 2.71; SD= 1.403) in private universities not sponsored by religious institution (31.17%) and lowest (mean= 2.29; SD= 1.423) in private universities sponsored by religious institution (27.60%). Similarly, findings of frequency use of Snapchat revealed that it was higher (mean= 3.95; SD= 1.336) in private universities not sponsored by religious institution (32.51%) and lower (mean= 3.58; SD= 1.510) in private universities sponsored by religious institution (28.81%). Finally, findings of You Tube frequency use revealed that it was higher (mean= 2.69; SD= 1.282) in public universities (40.67%) and lowest (mean= 2.34; SD= 1.260) in private universities not sponsored by religious institution (32.67%).

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With respect to the type university, table 5 shows that there was low frequency use of many social networking site accounts in private universities sponsored by religious institution compared to other types of universities. The low frequency use of many social networking site accounts reported in private universities sponsored by religious institution could be due to the religious values taught at these universities. The researcher also observed that irrespective of university type, the use of social networking sites among undergraduate university students is very popular. This is because the study found that frequency of use of the most of social networking sites was above average in all universities.

### **DISCUSSION**

The study found that majority (99.1%) of the respondents have an account in online social networking site while 0.9% of the respondents don't have an account in online social networking site. This means that majority of university students have account in social networking site. Several studies have been done on the same and have similar results. For instance, these findings corroborate findings of Nwokedi (2019) study on use of social networking sites amongst undergraduates in the Department of Theater and Film Arts, Faculty of Arts, University of Jos which found that majority (97.05%) of the respondents have an account in social networking sites while 2.95% of the respondents do not have an account in social networking sites. Similarly, Al-Qahtani, Guraya, Bouhaimed and Bilal (2018) study on the extent and nature university students use social networking sites in medical education (SNSME) found that majority (90%) of students use social networking sites while 10% do not use. In support of these findings also is a study Shams (2013) which examined online social networking sites usage patterns of undergraduate students in private universities of Dhaka, Bangladesh. The study found that majority (98.72%) of the respondents use social networking sites while 1.28% of the respondents reported that the do not use social networking sites

The findings of the type of social networking site account owned by majority of respondents showed that WhatsApp was the most popular (18.98%) social networking site 18.98% followed by Facebook (18.16%), Instagram (16.85%), You Tube (16.41%), Twitter (16.3%) and Snapchat (13.29%). From these findings, it can be interpreted that respondents have accounts in all the types of social networking sites presented to the them. However, majority of respondents have WhatsApp and Facebook accounts and very few respondents have Snapchat. The reason behind this could be that some social networking sites have been there long enough and are popular with students while others are like Snapchat are new and have not been there for long as a result some respondents are not aware of them hence a smaller percentage of those who own them. These findings were supported by the subjective view of the participants interviewed who reported that they have WhatsApp, Facebook and Instagram accounts.

Findings of this study replicated what other studies across the globe have found out. For instance, a study by Akakandelwa and Walubita (2017) on students' social media use and its perceived impact on their social life in university of Zambia found that the most popular social media platform among the students was WhatsApp (83.3%), followed by Facebook (78.0%) and Twitter (12.8%). Similar findings were replicated by Kircaburun, Alhabash, Tosuntaş and Griffiths (2018) study on uses and gratifications of problematic social media use among university students which revealed that the most frequently used (92%) social media platforms was Whatsapp. This was followed by Instagram (79%) and You Tube (78%). Facebook (55%) was fourth followed by Snapchat (37%) and Twitter (32%).

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Unlike Akakandelwa and Walubita (2017) who found that WhatsApp was the most popular social networking sites among the students, Nwokedi (2019) study on use of social networking sites amongst undergraduates found that largest proportion (19.59%) of the respondents use Facebook followed by WhatsApp (17.22%) and twitter (14.18%).

Findings of Braimllari (2017) study on use of social networking sites by the undergraduate students of university of Tirana in Albania also revealed that most (92%) of the students use Facebook followed by Instagram with 77%. These findings were in consistent with findings of Sharma, Joshi and Sharma (2016) study on a multi-analytical approach to predict the Facebook usage in higher education which found that Facebook is the social media platform most commonly used by university students.

The study also found that females had higher frequency of Facebook and Twitter compared to males. Probably, the reason why frequency of Facebook and Twitter higher in females than males is because of the features that Facebook has which encourages one to post what is in their mind in the status update, their recent activities or uploading their photos. Females tend to participate in such activities compared to males hence the above findings. On the other hand, males were found to have higher frequency of Instagram use, WhatsApp use, Snapchat use and You Tube use compared to females. From the findings in table 3, it can also be interpreted that, majority of the participants reported frequencies that are above average on all types of social media account across all genders except WhatsApp and You Tube for both males and females and Instagram for females. This shows that social networking sites are very popular with undergraduate university students irrespective of the gender. It can also be interpreted that all social media account had higher frequency use in males than in females, except for Facebook and Twitter.

These findings disagree with Rousseau and Puttaraju (2014) study to find gender differential factors in uses of social networking sites which found that the frequently used social networking site in Bangalore by the male young adults was Facebook (75%) and Twitter (37.5%) compared to females. The study also found that the frequently used social networking site by the female young adults was Facebook (85.71%) and Twitter (42.86%).

Similarly, Kasahara (2017) study which was carried out to examine the gender differences in social media use and cyberbullying in Belize disagreed with the findings of this study that males had higher frequency of Instagram use (mean=2.80; SD= 1.445) compared to females (mean=2.26; SD= 1.374) as well as Snapchat use males had (mean=4.34; SD= 1.193) compared to females (mean=3.33; SD= 1.439). Kasahara (2017) found that females were significantly more likely to post very often to Snapchat ( $\chi^2(4) = 13.78, p < .01$ ) and Instagram ( $\chi^2(4) = 14.95, p < .01$ ) compared to males.

### **CONCLUSION**

The findings of this study revealed that majority of students are accessing and using social networking sites to a great extent and there can be dangers of using these platforms excessively. Therefore, the study recommends that the students need to be enlightened on healthier ways of using social networking sites in order to avoid addiction. Secondly, since the private universities not sponsored by religious institution were found to have higher frequencies of use of various social networking sites compared to other types of universities, future studies should explore the reasons behind this and possibly use qualitative approaches to get the subjective view of participants.

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### **Acknowledgements**

The author appreciates all those who participated in the study and helped to facilitate the research process.

### **Conflict of Interest**

The author declared no conflict of interests.

**How to cite this article:** Virginia WN, Mutisya S, & Anyona J (2019). Sociodemographic Differences in Social Networking among Undergraduate University Students in Nairobi County, Kenya. *International Journal of Indian Psychology*, 7(3), 404-417. DIP:18.01.046/20190703, DOI:10.25215/0703.046