

**EFFECTS OF ALCOHOL AND DRUG ABUSE ON THE ACADEMIC
PERFORMANCE: A CASE STUDY OF STUDENTS AT MULTIMEDIA
UNIVERSITY OF KENYA**

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Abstract

Alcohol is a drink which contains a substantial amount of the psychoactive drug ethanol. Drinking plays an important social role in most cultures however it has potential for abuse and physical dependence.

A **drug** is defined as a substance that is used as a medicine or it can be used as an illegal substance and often harmful substance. For example, heroin, cocaine, marijuana, alcohol, cigarette, LSD among others.

Drug Abuse also known as Substance abuse is a patterned use of a drug in which the user consumes the substance in amounts or with methods which are harmful to themselves or others, and is a form of substance-related disorder. The exact cause of substance abuse is not clear, with theories including: a genetic disposition; learned from others or a habit which if addiction develops, manifests as a chronic debilitating disease. Drugs most often associated with this term include: alcohol, substituted amphetamines, barbiturates, benzodiazepines (particularly alprazolam, temazepam, diazepam and clonazepam), cocaine, methaqualone, cannabis, khat, cigarette, khat and opioids. The recurrent use results in a failure to fulfil major role obligation at work, school or home causing repeated absences or poor work performance related to substance use, i.e. absenteeism, suspension or expulsion from school.

Alcohol and drug abuse is one of the major problems affecting University students in Kenya. The study is aimed at establishing the effects of alcohol and drug on the performance of students at Multimedia University with specific objectives as; to determine the extent to which drug abuse influences class absenteeism, to determine the impact of alcohol and drug abuse on students' performance and to find out the influences of alcohol and drug abuse on the level of performance. The researcher has used social cognitive learning theory to explain this study. The study will use descriptive survey design and a target population of 360 students from Multimedia University of Kenya Central Business Campus. The researcher will use simple random sampling technique to select 120 respondents and use of questionnaire to collect primary data. The researcher will employ three research assistants who will aid in data collection. The collected data will be analysed using SPSS version 20 and presented using descriptive statistics and inferential statistics.