

**INFLUENCE OF FACEBOOK USAGE ON ACADEMIC PERFORMANCE AMONG  
UNIVERSITY STUDENTS IN NAKURU TOWN, NAKURU COUNTY, KENYA**

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## ABSTRACT

There has been a decline on the quality of graduates produced by Kenyan Universities as reported by the Kenyan Media. Social Network sites in particular Facebook has been perceived to directly or indirectly have an attribution to this. Review of relevant literature reveals inconsistent findings between Facebook usage and academic performance. Therefore this study sought to establish the influence of Facebook usage on academic performance among university students in Nakuru Town, Nakuru County, Kenya. The study was guided by the following study objectives: to investigate the pattern of Facebook usage among the university students within Nakuru Town; to establish the extent of self-regulation on Facebook usage among the university students; to establish the relationship between Facebook usage patterns and academic performance among university students in Nakuru Town; to find out the relationship between self-regulation on Facebook usage and academic performance among university students in Nakuru Town, Nakuru County, Kenya. To achieve these objectives, the study employed an *ex-post facto* cross sectional design. Multi stage sampling which included Proportionate stratified, and simple random sampling methods was used to select participating campuses (n=4) from (N=12) campuses and students (n=348) from a population of 2698 third year students. The instrument of the study was a researcher designed questionnaire that was used to collect data on Facebook usage patterns, self regulation on Facebook usage and academic performance. The data collection tool yielded a Cronbach's alpha correlation coefficient of 0.7. The null hypotheses were tested using Spearman *rho* and Kendall's *tau\_b* Correlation Coefficient. The first null hypothesis stating no statistically significant relationship between Facebook usage patterns and academic performance among university students in Nakuru Town was rejected because there was a significant negative relationship between these variables. The second null hypothesis stating no significant relationship between self-regulation on Facebook usage and academic performance among university students in Nakuru Town was rejected because the findings indicated a significant positive relationship. The data was analyzed using SPSS version 22.0. The findings may be used to inform the university counselors on the influence of Facebook usage, encourage failing student on self assessment to promote self-regulation on Facebook. The findings may also add to new knowledge on Facebook usage in Kenyan Universities.