

**CORRELATION BETWEEN SOCIAL MEDIA USAGE (SMU) AND
STUDENT'S ACADEMIC PERFORMANCE(SAP) IN LANGUAGE
SUBJECTS AMONG SECONDARY SCHOOL STUDENTS IN
WESTERN KENYA**

BY:

MICHAEL ARINGO

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ABSTRACT

Social media are the most popular modes of communication, social networking, and products promotion and entertainment among school going students. The information shared and the contents on social media come from diverse sources some of which may be of beneficial to student's academic progress while others have negative impact on academic performance of the students who are exposed to them. Despite this increasing popularity of social media among the students' academic performance, little research data is available to explain the negative impacts of these media to students. Therefore the purpose of this project was to establish if there is a correlation between Social Media Usage (SMU) and student's Academic Performance (SAP). To realize this goal a total of 180 students from randomly selected from 10 schools two from each of the following counties of western Kenya were interviewed using a set of questionnaires and their Student Academic Performance Analyzed using end of term progress reports (document analysis). The questionnaire consisted of simple and objectively based questions. Out of the 180 respondents only 150 respondents returned the questionnaire. Out of the 150 returned questionnaires only 143 completed the questionnaires as required. The questionnaires were analyzed according to the objectives. From the results and data analysis, it was found that there is a strong negative correlation between social media platform used, social media technology used and social media addiction with the students' Academic Performance in English and Kiswahili. Therefore the results of this study is of great significance to teachers, parents and other education policy makers who should use the findings to regulate and monitor how students use social media, what contents students use on social media, and how long students spend on social media. The results also form a foundation for further research.