

**THE EFFECTS OF SOCIAL MEDIA AND NETWORKING ON
PRIMARY SCHOOL PUPIL'S GENERAL ACADEMIC WORK
IN THIKA MUNICIPALITY ZONE, THIKA WEST DISTRICT,
KIAMBU COUNTY, KENYA**

BY

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ABSTRACT

The study investigated and determined the effect of social media and networking on primary schools pupils' general academic work in Thika municipality zone, Thika West District, Kiambu County, Kenya. It investigated the possible challenges faced by teachers and pupils on their endeavor to provide and get quality education. The study helped to identify the type of the social media and networking sites that are used by pupils and those that are commonly used by the primary school pupils in Thika Municipality zone. It investigated how the pupil uses the social media and networking sites especially now that the government is about to introduce technology in primary schools through the laptop to primary schools project. The objectives of the study was to determine the type of social media and networking sites that are used and those that are commonly used by pupils in Thika municipality primary schools and whether there is a relationship between the extent of social media and networking site involvement and concentration in general academic work beside determining whether the involvement in social media and networking sites has got any effects on pupils skills retention and general academic work in primary school pupils in Thika municipality zone, Thika West District, Kiambu County. The study used the descriptive cross-section survey design that deals with several cases sampled from the target population. The study covered a population of about sixty five primary schools with slightly over fifteen thousand pupils with about four hundred and fifty teachers but it narrowed to eleven schools which is about 16.92% of schools in four sub zones of Thika municipality zone. The location of the study was Thika municipality zone, Thika West District, Kiambu County. The zone is found some forty five kilometers from Nairobi city. It is mostly inhabited by middle class citizens with low class citizens living in the few shanties found in the area. This made it convenient to find pupils who extensively use the social media and those who do not often use it and identify the effects of social media and networking in their general academic work. The sample population was selected by probability sampling through simple random and stratified random sampling methods. The researcher used questionnaire to teachers and interview guides to pupils as instruments. The analysis methods included describing and summarizing the data, identifying relationships between variables, comparing variables and focusing outcomes which were presented through tables, graphs, and pie charts. The study took place between July and September of year two thousand and fourteen. The findings were able to show television and play stations as the commonly used social media and that there is a relationship between the extent of social media and networking involvement and concentration in general academic work. It also showed the involvement in social media and networking has got effects on Primary School pupils' skills retention and general academic work in Thika Municipality zone, Thika West district, Kiambu County, Kenya.