

**ANALYSIS OF INTERNET ADDICTION TENDENCIES THROUGH SOCIAL MEDIA  
USE AND ITS EFFECTS ON SELF-ESTEEM AMONG STUDENTS IN MOUNT  
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## ABSTRACT

Social media networks have created a phenomenon on the internet that has gained popularity over the last decade. People use social media sites such as Facebook, Twitter, and My space to create and sustain relationships with others. University students form a large proportion of users on social media networks. The use of social media, though having many advantages, could lead to addictive behaviour and affect self-esteem of the users. The purpose of the study was therefore to analyse the addiction tendencies of social media use and its effect on self-esteem among students in Mount Kenya University, Thika campus. The study determined the extent of social media use among students of Mount Kenya University; the purposes for which students use social media; how social media use influences self-esteem of the students and whether social media use causes addiction tendencies among students. The study was guided by The Theory of Planned Behaviour by Ajzen (1991). The study applied a case study research design targeting all the 7,265 undergraduate students enrolled in Mount Kenya University. Out of the 7,265 students, 365 students were sampled for the study using the formula by Krejcie & Morgan (1970). The research instruments were the questionnaire. Both the qualitative and quantitative data was collected from the field. A pilot study was conducted among 30 sampled University students from school of Pharmacy in Mount Kenya University, Thika campus. Collected data was coded and entered into the computer for analysis using the Statistical Package for Social Sciences (SPSS). Descriptive statistics including percentages and frequency counts was used to analyse the data obtained. The study established that 95% of the university students use social media, 50.3% use of social media to socialize with others, use of social media results both high and low self esteem of the students and finally the study established that a third of university students find it hard to control their use of Facebook and their feeling are lost when they cannot access Facebook. The study recommends that the University counselors need to not only be aware of what sites students are participating on, but also the significant role that these sites have in the lives of students. Finally counseling program should be introduced in the universities to manage issues related with social media addiction and low self esteem of student due to use of social media.