

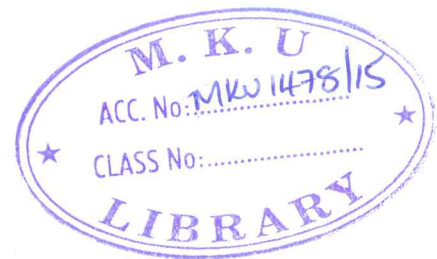
INFLUENCE OF SOCIAL MEDIA ON ACADEMIC PERFORMANCE OF
SECONDARY SCHOOL STUDENTS IN KAMUKUNJI CONSTITUENCY,
NAIROBI COUNTY.

SAFIYA OSMAN JAMA

BEDA/112/02835

A PROJECT SUBMITTED IN THE PARTIAL FULFILMENT OF THE
REQUIREMENT OF THE AWARD OF DEGREE IN BACHELOR OF
EDUCATION MOUNT KENYA UNIVERSITY

SEPTEMBER 2015



ABSTRACT

The aim of the study was to analyze the influence of social media on the academic performance of secondary school students in Kamukunji constituency, Nairobi County. To achieve this, the survey research method was used. Subjects were drawn from the, using the simple random sampling technique and purposive sampling. Four research questions guided the study. Research findings showed that a great number of students in secondary school, had access to the Internet. To this end, the researcher recommended that sites should be created for educational purposes as well. This is to create a balance between social networking and academic activities of students to avoid setbacks in the academic performance of the students.