

EFFECTS OF SOCIAL MEDIA INTERACTION ON SELF-IDENTITY AMONG  
STUDENTS IN PUBLIC SECONDARY SCHOOLS IN NAIROBI  
COUNTY, KENYA.

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## ABSTRACT

Adolescents are increasingly involved in social media interaction. Their age shows that they are born in the digital era. However, the interactive nature of social media has given rise to several essential questions regarding adolescents' social development. The effects of social media interaction on self-identity are not well established. The main objective of the study was to investigate the effects of social media interaction on self-identity among students in public secondary schools in Nairobi County. The study was informed by the presence of social media platforms that have led to changes in the way people communicate in the modern society, thus prompting the researcher to explore if social media interaction impacted on adolescents' self-identity. A descriptive survey design was used. The target population for the study was 51,843 students and the sample size was 400 respondents. Both stratified random sampling and simple random sampling were used. The data collection was done using a questionnaire, and a semi-structured interview guide that interviewed students, parents, and teachers for triangulation. SPSS version 20 was used to analyze quantitative data for descriptive statistics. NVivo aided in analyzing qualitative data that generated themes. The linear regression predicted the effect of social media interaction on the self-identity. The results showed that social media interaction negatively affected students' self-concept, hence an increase in social media interaction reduced the students' self-concept. However, the model output showed that social media interaction did not affect students' self-esteem but positively affected students' self-presentation. Thus, an increase in social media interaction increased the students' self-presentation. The conclusion is that social media interaction affects adolescents' self-identity both positively and negatively. These findings contribute to the growing body of research on social media and adolescents' identity development and may inform future policy and mediation. It is important to educate adolescents, parents, and professionals dealing with youth on the role that social media interaction play on adolescents' identity development.