

# **APPLICATION OF SOCIAL MEDIA IN SECONDARY EDUCATION, A FOCUS ON NAKURU MUNICIPALITY, NAKURU COUNTY**

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# Abstract

- ❑ Countries in the developed world embraced opportune implementations of social media applications to improve the quality of several services; one being education.
- ❑ Developing countries are lagging behind in the implementation of such technologies due to educational system related problems.
- ❑ Social media, Internet-based tools that promote collaboration and information sharing can be used in academic settings to promote student engagement and facilitate better student learning.

❑ Very few studies on use of social media to improve education in Kenya have been done. The aim of the study was to look at ways through which social media can be used to improve education in Kenya, a focus on Nakuru Municipality.

❑ Social learning theory states that people learn from one another via observation, imitation, and modeling

❑ The study employed a descriptive survey research design. The target population was 2000 respondents consisting of 10 head teachers, 90 teachers, 5 education officers in Nakuru Municipality and 1895 students.

- ❑ The sample size was be 410 respondents, made up of 10 head teachers, 18 teachers, and 379 students, one DEO and two Zonal Quality Assurance and Standards Officers (ZQASOs).
- ❑ Proportionate sampling was used to select the head teachers and teachers while purposive sampling was used to select the DEO and ZQASOs
- ❑ Questionnaires were used as instruments for collecting data from the head teachers and teachers while interview schedules were administered to the DEO and the Zonal Quality Assurance and Standards Officers (ZQASOs).
- ❑ Validity of the instruments was done through experts judgment.
- ❑ Reliability was tested by subjecting the instruments to a pilot study.

- ❑ Data analysis was done using descriptive statistics after data cleaning and coding.
- ❑ Quantitative data was analyzed using frequency counts, means and percentages while qualitative data was analyzed by tallying the numbers of similar responses.
- ❑ Results of data analysis was be presented using frequency distribution tables, bar graphs and pie charts
- ❑The results of the study were that there are limited application of social media in education in Nakuru.
- ❑Also there was limited access of e-books and other internet based resources.
- ❑Although most students have access to internet, it mostly used for fun and scarcely utilised for learning.

## **The purpose of the study**

The purpose of this study was to analyse how social media can be used to improve education in Kenya with a focus of Nakuru Municipality

### **Objectives of the Study**

The following objectives will guide the study:-

- To understand the existing social media based educational model in other countries
- To determine the key factors required for new models in education
- To analyse possibility of improvement of the models in Kenya by applying knowledge gained from model from other countries

# **METHODOLOGY**

## **Research Design**

- ❑ This study will employ a descriptive survey research design.

## **Target Population**

- ❑ The target population was 2000 respondents consisting of 10 head teachers, 90 teachers, 5 education officers in Nakuru Municipality and 1895 students.
- ❑ The sample size was 410 respondents, made up of 10 head teachers, 18 teachers, and 379 students, one DEO and two Zonal Quality Assurance and Standards Officers (ZQASOs).

## Sampling Procedures and Sample Size

- ❑ Gay (1992) recommends that when the target population is small (less than 1000 members), a minimum sample of 20% is adequate for educational research.
- ❑ Proportionate sampling was used to select the head teachers and teachers while purposive sampling was used to select the DEO and ZQASOs.
- ❑ Questionnaires was used as instruments for collecting data from the head teachers and teachers while interview schedules was administered to the DEO and the Zonal Quality Assurance and Standards Officers (ZQASOs)



## Sampling Matrix

Description	Population	Sample size
Head teachers	10	10
Teachers	90	410
Students	1895	379
ZQASOs	5	2
DEO	1	1
Total2000	802	

## **Result, conclusion and recommendation**

- The results of the study were that there is a limited (10%) application of social media in education in Nakuru
- Also there is a limited access 15% of e-books and other internet based resources
- Although most students have access to internet, it mostly used for fun and scarcely utilised for learning

### **The study recommended :**

- using simulations developed in Virtual Environments as additional method of assessment,
- incorporating blogs and forums into the curriculum in order to increase participation and communication among the students and in the course,
- utilising Mobile Technology and WAP sites to provide easy access to course material and resources anytime, anywhere.

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