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SOCIAL MEDIA USAGE AND MORAL BEHAVIOR AMONG STUDENTS OF

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ABSTRACT

This study sought to investigate the Relationship between Social Media Usage and Moral Behaviour (i.e. privacy and honesty traits) among students of Islamic University In Uganda. The study was guided by the following objectives: To examine the purpose for which IUIU students use social media; to find out the relationship between social media usage and students' privacy trait; to find out the relationship between social media usage and students' honesty trait. The research design employed was correlation research design. The population of the study was the students of IUIU 2014/15 academic session, comprising both male and female, totalling 4761 students. Using stratified sampling technique, a total of 350 samples were drawn to represent the target population of the study. 225 were males and 125 were females students. Thus, a total of 350 questionnaires were distributed to the respondents. The major findings of the study revealed that IUIU students use social media mainly for communication, and sharing of pictures or videos. Also, using Pearson Product Moment Correlation Coefficient (r = .513) (sig. = .000< p = .05), it was concluded that there was moderate relationship between social media usage and students' privacy. However, the finding indicated that there was moderate relationship between social media usage and students honesty (r = .463) (sig. = .000<p =.05). However, based on the findings it is concluded that majority of the students of IUIU tell lie through sending false information and deceptive messages while using social media sites. Furthermore, majority of the students were not concerned about the privacy policy of social media sites as they intrude into others' profiles. Likewise, most of them expose themselves to the risk of being hacked for not setting up their privacy to verify the kind of people to be communicating and sharing contents with. Finally, the researcher recommended that the university coordinator in conjunction with university counselor should organized series of forum sessions as to how students should wisely use social networks. However, ICT department should install soft ware application that will serve as detective mechanism to type of site students visit and the purpose for which they use it. They should also be guided on how to set their privacy policy to avoid hacking. University Da'awah committee should intensify effort in organizing lectures and preaching sessions. This will help in enlightening the students the danger attributed to the improper use of social media sites, with emphasis on falsehood statements, posting of deceptive messages and other immoral acts.