

**ASSESSING THE INFLUENCE OF SOCIAL MEDIA ON MORAL DEVELOPMENT
IN COMMUNITIES IN UGANDA, A CASE OF BOMBO
TOWN, LUWERO DISTRICT**

1 Dr Ariyo Gracious Kazaara, 2 Dr Arinaitwe Julius, 3 Magala Peter, 4 Asiimwe Isaac Kazaara
1, 2, 3, 4 Metropolitan International University,

ABSTRACT

The goal of the study was to investigate how social media affects the moral growth of Ugandan communities. The study's goals included examining how young people use social media in their daily lives in their neighborhoods, learning how social media affects how young people in Uganda behave, figuring out what risks young people in Uganda face from using social media, and figuring out how young people in Uganda behave in relation to social media. Since all 50 comments were submitted, the sample size for this study was 50 people, and the number of responses was 100%. There were no missing responses. This was due to the respondents' thorough completion of every interview. In contrast, Kothari (2015) asserts that a 100% response rate is outstanding and an appropriate analysis is greater than 50%. According to the study's coefficient of correlation of 0.1234, which has a probability level lower or smaller than 0.05 ($p=0.05$) and reached 0.05 level of significance levels, there is a connection between social media and online behavior.

It definitely demonstrates that there is a connection between social media and that they influence one another. The study also revealed a link between ethics and religious consciousness. It implies that pupils generally exhibit better levels of morality the more religiously conscious they are.

Key words: *social media and moral development*

Background of the study

Blogging's inception led to the meteoric rise in the popularity of social media. In the early 2010s, websites like Myspace and LinkedIn became well-known, and Photobucket and Flickr

made it easier to share photos online. Since the launch of YouTube in 2015, individuals have been able to share and interact across vast distances in a completely new way. By 2016, users from all over the world could access Facebook and Twitter. These websites continue to be among the most widely used social networks online.

In order to fill certain social networking gaps, new websites like Tumblr, Spotify, Twitter, and Pinterest began to emerge. Social networking websites today come in a huge variety, and many of them can be linked together to enable cross-posting. As a result, users can communicate with the greatest number of people without compromising the intimacy of one-on-one interactions. Although the future of social networking is something we can only hypothesize over, it seems certain that it will continue to exist in some capacity for as long as people are alive. In this case, a cancer patient's doctors think she may only be saved by one medicine. The local pharmacist who found this medication was able to produce it for \$201 per dose and sell it for \$2,000 each dose.

Heinz, the wife's husband, was only able to raise \$1,000 to get the medication.

Problem of Statement

Teenagers' current use of social media exposes them to problematic content, child exploitation online, superfluous marketing and advertising, exposure to risky online conduct, identity theft concerns, the growth of the digital divide, and generational gaps between parents and the youth. Moreover, it wastes time and fosters the development of unsatisfactory relationships, ultimately causing users to experience despair, loneliness, social isolation, and withdrawal rather than the opposite. So, the purpose of this study is to ascertain how social media affects the behavior of adolescents and young adults in Uganda.

Objectives of the Study

- 1. To find out the impact's social media on behavior changes among the Ugandan youths in Luwero district.*
- 2. To determine the threats that comes with use of social media on the Ugandan youth in Luwero district.*

3. *To determine the relationship between social media and the behavior of teenagers and young adults in Uganda.*

Hypothesis Of the study

Ho: There is no relationship between the impact's social media on behavior changes among the Ugandan youths in Luwero district

Ha: There is no relationship between the impact's social media on behavior changes among the Ugandan youths in Luwero district

Ho: There is no relationship between the threats that comes with use of social media on the Ugandan youth in Luwero district.

Ha: There is a relationship between the threats that comes with use of social media on the Ugandan youth in Luwero district.

Ho: There is no relationship between social media and the behavior of teenagers and young adults in Uganda.

Ha: There is a relationship between social media and the behavior of teenagers and young adults in Uganda

Research Questions

1. *What is the impact social media on behavior changes among the Ugandan youths in Luwero district?*
 2. *What are the threats that come with use of social media on the Ugandan youth in Luwero district?*
-

3. *What is the relationship between social media and the behavior of teenagers and young adults in Uganda?*

Methodology

Research Design

The investigation design for the study was correlation research, cross-sectional, and real case survey. To determine whether there is a substantial association between advertising and customer behavior, the correlational research design was used. Because respondents were asked questions on events that had already occurred, the ex-post facto design must be applied.

Because a cross-section of participants could be chosen, the cross-sectional design was used.

The processing of data that can be measured and is numerical in nature utilizes a statistical approach. For instance, the participants' age, income, the quantity of times they've been to a particular place in a specific amount of time, etc.

Study Population

The study population constituted mainly the youths and locals in Luwero town council, Luwero district especially those who had smart phones and use social media. According to the district chairperson of Luwero district, this population amounts to more than 201 people. This population was chosen because it was assumed to have adequate knowledge of the subject under investigation and the research variables under investigation.

Sample Size

The sample size was 132 respondents of which citizens in Luwero Town Council, owning smart phones and use social media. This numbers is recommended by Kreijic and Morgan 1970 sample determination table.

Sampling Technique

For the purpose of choosing the right sample for the study, the researcher used a number of strategies.

Both probabilistic and quasi sampling approaches are included. Purposive sampling, a non-probability sampling technique, was used in this study to choose respondents from the general community. Using this method, the study was able to choose from each unit within the study population and offer a chance to just those individuals who were qualified. In this instance, the researcher saw to it that respondents from various groups, such as top management and good staff, were given preference.

Data Analysis, Interpretation and Presentation

SPSS was used to examine the data.

Tables, diagrams, bar charts, and segmentation were used to illustrate the information.

Narratives that were captured via face-to-face interviews and through observations were used to evaluate the qualitative information.

In order to quickly analyze qualitative data, the researcher utilized an impressionistic summary. He noted major results by taking note of the respondents' frequent responses to questions on branding and how the entire advertising process affects consumer habits.

This method of qualitative data analysis was chosen since it was time-efficient and reasonably priced.

The significance of the data was interpreted through sorting, documenting, contemplation, and careful listening to the interviews in order to spot any emerging trends.

(Souza, 2019, and Amin, 2015)

RESULTS

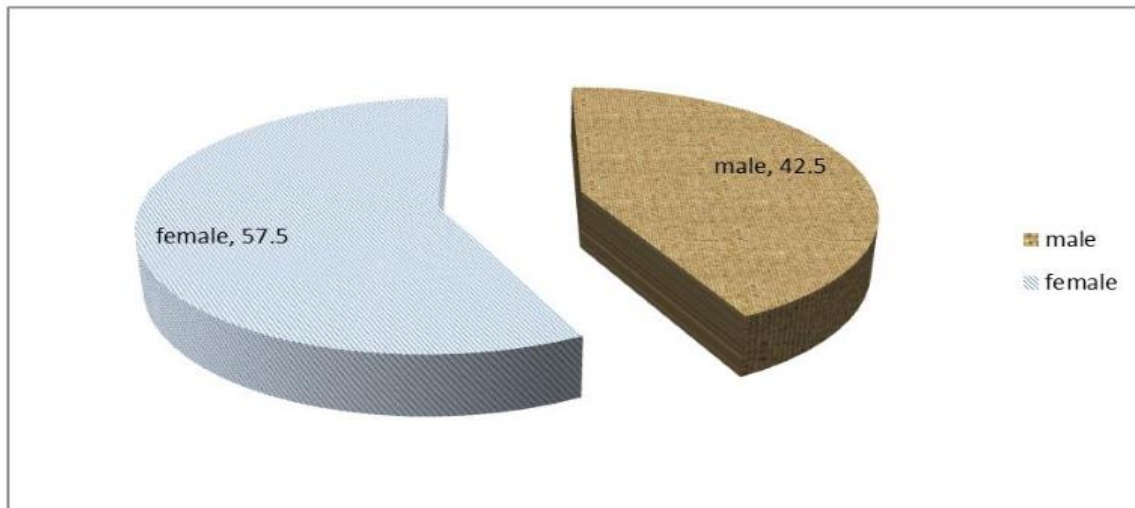
Demographic Information

The demographic information presented is on the gender, age, faculty, and religion of respondent.

Gender of the Respondents

The first demographic characteristic was gender.

The results were shown in figure 1



Source: Primary Data

Figure 1 shows that 57.5% of the respondents were female while 42.5% were male. From the findings, majority of the respondents were female.

Age Bracket of the Respondents

The respondents were further asked to indicate their age bracket. Figure 2 shows the results of the study.

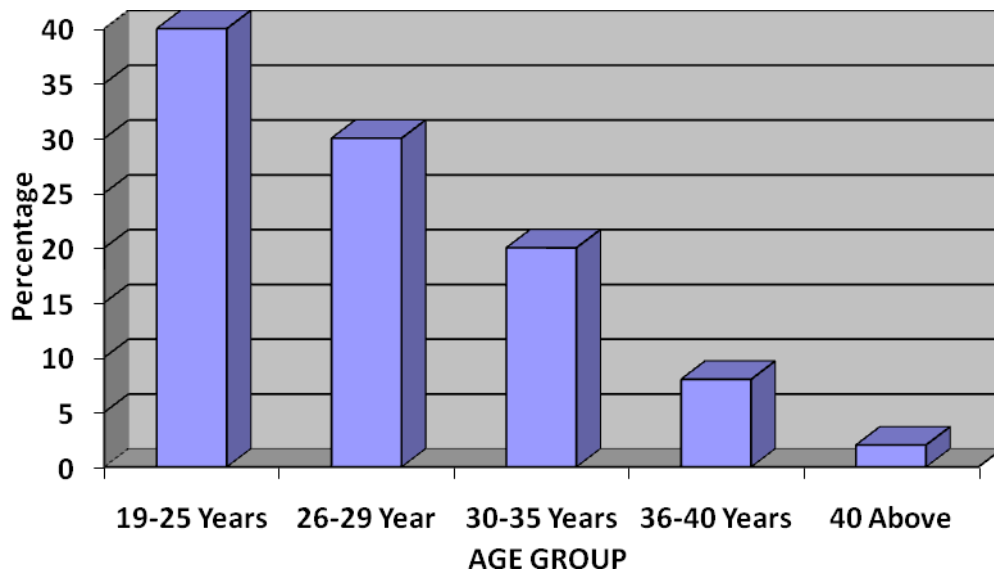


Figure 2: Age Bracket of the Respondents

Source: Primary Data

From the findings, 40% of the respondents were aged between 19 and 25 years, 30% were aged between 26 and 29 years, 20% were aged between 30 and 35 years, 8% were aged between 36 and 40 years and 2% were aged above 40 years in age. From the findings, it is evident that most of the respondents in Luwero district were aged between 19 and 25 years.

Respondents faculty

The respondents were further asked to indicate the faculty where they belong. The results were as presented in figure 3.

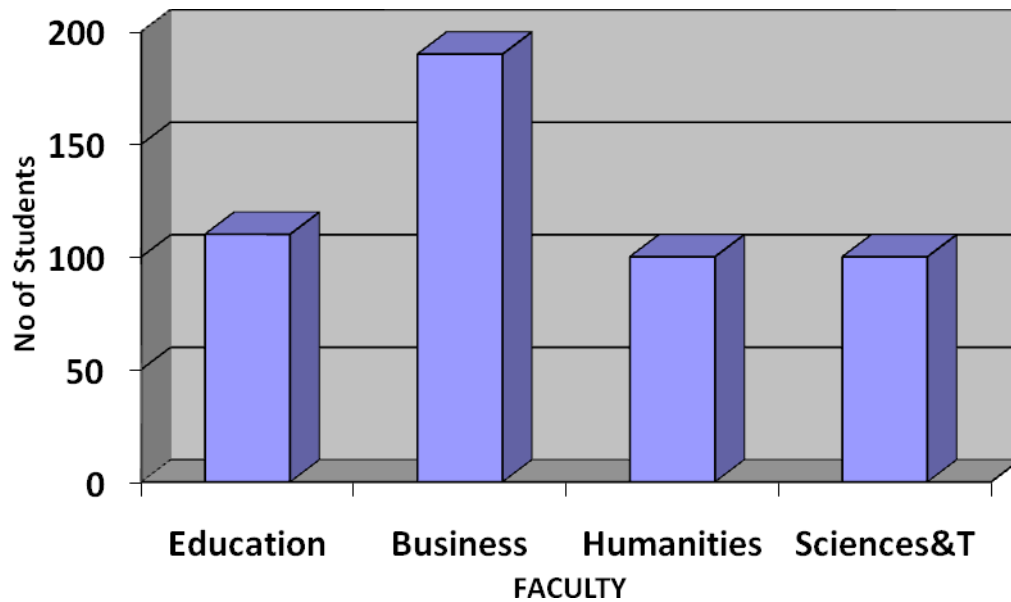


Figure 3: Respondents faculty

Source: Primary Data

As shown in Figure 3, 11 of the respondents belonged to political, 19 belonged to students in the district people, 10 to youths and 10 students belonged to Luwero district. From the results, most of respondents in Luwero Municipality.

Religion of the respondent

The respondents were requested to indicate their religion.

The results were as shown in figure 4.

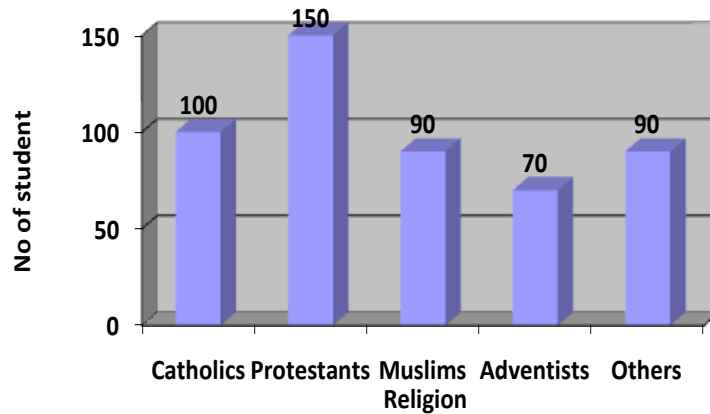


Figure 4: religion of the respondents

Source: Primary Data

From the findings, 10 of the respondents indicated that were Catholics, 15 indicated that they were Protestants while 9 indicated that they were Muslims. 7 students indicated that they were Adventists whereas 9 students followed other religions such as orthodox, traditions among others. This implies that most of the respondents were Protestants.

Relationship between social media and moral development

Is there any significant relationship between social media and moral development in communities?

This was to find out whether there is a relationship between social media or not. In other words, it is to find out whether religion does affect morality of the students from the school taken in the study.

Table 2: Result of Correlation Coefficient Showing the Relationship between Social media

Variable	adults	in	professionals	Students	in	Teenagers	As a whole
			in				

	<i>communities</i>	<i>communities</i>	<i>the district</i>		
<i>Social media</i>	0.2597* $p < 0.05$	0.0206 $p > 0.05$	0.0412 $p > 0.05$	0.0291 $p > 0.05$	0.1234* $p < 0.05$

Legend: * significant @ 0.05 level of significance

It shows that there is a relationship between social media as indicated by its correlation coefficient of 0.1234 which has a probability level lower or smaller than 0.05 ($p < 0.05$) which attained 0.05 significant levels. It really confirms that there is a relationship between social media, one does affect the other.

Relationship between religious awareness and morality

This was to measure the relationship between religious awareness and morality. It is found that there is a relationship between religious awareness and morality of the students as indicated by its correlation coefficient of 0.2594 which have a probability level lower than 0.05 or $p < 0.05$ at significant levels. It concludes that religious awareness affects the morality of the students.

Table 2: Result of Correlation Coefficient Showing the Relationship between Religious Awareness and Morality

Variable	adults in communities	professionals in communities	Students in the district	Teenagers	As a whole
Religious awareness	0.2597* $p < 0.05$	0.3421* $P < 0.05$	0.0691 $p > 0.05$	0.4151* $P < 0.05$	0.2594* $P < 0.05$

Legend: * significant @ 0.05 level of significance

Relationship between religious awareness and morality

To what extent does religious awareness affect the morality?

This question measures the effect of religious awareness on morality. As it is gleaned from the table and based on the computed Mult R of 0.2567, indicating a relationship between religious awareness and morality. It means that in general, the higher the level of religious awareness, the higher the level of morality prevalent to the students.

Table 3: Result of Multiple Regression Analysis of Religious Awareness on Morality

Variable	beta	t-value	t-prob
Religious awareness	0.0843	4.4846*	0.000

Mult R = 0.2567

R sq = 0.0659

F-ratio = 20.1112

F-Prob = .000($p < 0.05$)

Looking at the variable, the table shows that religious awareness significantly influences the level of morality (f -ratio=20.1112, $p < 0.05$). It means that the level of morality depends on the level of religious awareness of the students.

Relationship between social media and moral values of people in Luwero district.

To what extent does religion affect the moral values of people in Luwero district?

This question measures the effect of religion toward morality. Based on the result of the data, the computed Mult R of 0.1234 suggests a relationship between social media.

Table 4: Results of Multiple Regression Analysis of Religion on Morality

Value	beta	t-value	t-Prob
Religion	3.578334	34.46316	0.000

Mult R = 0.1234
0.036319 ($p < 0.05$)

R sq = 0.0152

F-ratio = 4.4236

F-Prob =

Looking at the figures shown in the table, the variable considered in the study yielded a significant influence on the level of morality of the respondents as backed up by F-ratio of 4.42, $p < 0.05$. This means that the level of morality is influenced by the religion.

Conclusion

The study concludes that religion and social media alone without religious awareness will not increase the level of morality. Even though morality can exist without religion; however, religion ethics and religious awareness improve the level of moral awareness of students. Further, religion provides a deeper reason why someone has to be moral all the time.

Recommendations:

The findings of the investigation led to the suggestions.

These suggestions are made to the guardians, the school, and the actual children.

By routinely praying together, going to church, hearing sermons, reading the bible, and engaging in other religious activities, parents should encourage social media use and awareness among their kids. Teaching about religion is necessary, but it is not sufficient.

Hence, the school should encourage social media and consciousness by integrating religious activities such as prayer, worship, bible reading, and prayers within the school grounds, as well as other religious activities that heighten students' religious awareness.

Religion classes are necessary in schools regardless of the students' affiliation with a particular faith.

References

- Akis S, Peristianis N, Warner J. 2016. Residents' attitudes to tourism development: the case of Cyprus. Tourism Manage. 17(7):481–494.*
- Antje M, Linsenmair KE, Martin W. 2014. Exposure to ecotourism reduces survival and affects stress responses in hoatzin chicks (Opisthocomus hoazin). BiolConserv. 118:549–558.*
- Aylward B. 2013. The actual and potential contribution of nature tourism in Zululand. In: Alward B, Lutz E, editors. Nature tourism, conservation, and development in Kwazulu-Natal, South Africa. Washington DC: The World Bank. p. 1–40.*

Belisle FJ, Hoy DR. 2010. The perceived impact of tourism by residents. Ann Tourism Res. 7:83–101.

Boo E. 2010. Ecotourism: the potential and pitfalls. Washington (DC): World Wildlife Fund.

Book blinder MP, Dinerstein E, Rijal A, Cauley H, Rajouria A. 2018. Ecotourism's support of biodiversity conservation. Conserv Biol. 12:1399–1404.

Brunt P, Courtney P. 2019. Host perceptions of sociocultural impacts. Ann Tourism Res. 26(3):493–515.

Campbell LM. 2019. Ecotourism in rural developing communities. Ann Tourism Res. 26(3):534–553.

Cater E. 2014. Product or principle? Sustainable ecotourism in the Third World: problems and prospects. Rural Extension Bulletin. No. 5. London: University of Reading.

Ceballos-Lascurain H. 2013. Ecotourism as a worldwide phenomenon. In: Lindberg K, Hawkins DE, editors. Ecotourism: guide for planners and managers. North Bennington (VT): The Ecotourism Society. p. 312–315.

Davis D, Allen J, Consenza RM. 2018. Segmenting local residents by their attitudes, interests and opinions toward tourism. J Travel Res. 27(2):2–8.

Farrell TA, Marion JL. 2011. Identifying and assessing ecotourism visitor impacts at eight protected areas in Costa Rica and Belize. Environ Conserv. 28(3):215–225.