

ANALYZING THE ROLE OF SOCIAL MEDIA AS A TOOL OF ENLIGHTENMENT OF THE YOUTH ABOUT MORAL VALUES IN UGANDA, A CASE OF NANSANA MUNICIPALITY

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ABSTRACT

The study sought to analyze the role of social media as a tool of enlightenment of the youth about moral values in Uganda. In the wake of emerging new and sophisticated technology in the world, youths have increasingly adopted the use of social media as a tool thus enlightening of their moral values in the positive and negative ways according to how each youth embraces social media. Social media platforms have become a source of discussion, idea sharing and connection. Young generation more so the youth in particular are the most common users of social media. The study is conducted to elaborate on how social media has enlightened the moral values of the youth in Uganda. The objectives which guided the study were to find out the impact of social media on the youth's moral values, identity the contributions of social media towards moral values among the youth. It was established by the literature that social media is important to the for shaping their physical, emotional, economic, social and mental state. It was also established by literature that social media develops the youth better on social skills. Literature also established that social media develops real world skills to help them become more independent. It was also established by literature that teaches the youth about the world events and current affairs outside of the immediate environment. It was also established by literature that through social media youth learn about new cultural and societal ideas and issues. It was also established by literature that social media enables the youth to increase on their visibility. It was concluded that social media is important for it keeps the youth alive. It was also concluded that social media enables partnering with influencers. It was also concluded that social media helps the youth in sharing expertise with other people connected on the network. It was concluded that social media builds better conversion rates among the youth. It was concluded that social media accesses the competition that is how they view and then understand situations of life. It is recommended that social media should provide more of the educative and constructive material unto the youth to keep the morally upright. Youth should take in more of the positive and useful ideas from social media than the immoral side of it. It is recommended that social media should motivate ideas to enable them grow physiologically, socially and emotionally. As they became better and incredible persons in the society very develop mental, constructive, helpful on addition to respectful to the people they stay within the society.

Key words: social media, enlightenment, youth and moral values

Background of the study

Enlightenment is a state of knowing or understanding, the act of giving someone knowledge or understanding. The 18th century movement emphasized the belief that science and logic gave

people more knowledge and understanding than tradition and region. In Enlightenment philosophy, a philosophical movement characterized by a belief in the power of human reasoning and innovation in

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political, religious, and educational doctrine (Kazaara, Charles, et al., 2023). Moral values are the goals and habits of behavior that society affirms. Moral values deal with what is right and wrong. They are defined as what is socially acceptable, good or bad (Kazaara, Charles, et al., 2023). Moral values are ideas that society considers important. Moral values lead to a great life among the youth if they are practiced as followers. Respect that everyone deserves, regardless of age or social standards. Respect is a basic moral value that youth should know at a young age. Family is an integral part of a child's life, it shapes them and shapes them in adults. Adapts and compromises important, so that young people know that not everything works according to them, they are taught at a young age that they must adapt when necessary (Davids et al., 2023). A helping mentality must be learned at a young age to help

Problem statement

Social media brings together more users, although the youth have the highest percentage in terms of usage, most of them spend more time on social media, and because social media is a great advantage and importance for the youth, that's why it builds relationships among youth, enables partnerships with influencers, helps youth share experiences with other people connected to the network, exposes youth to real-world skills and helps them become more independent, teaches youth to become world events and current events and world events beyond the immediate area (Kazaara, Kazaara, et al., 2023). However, as much as social media plays an important role in the lives of youth, there is still a gap in that social media exposes youth to pornographic material that affects youth emotionally, socially, and psychologically (Mercy et al., 2023). Although young people are victims of online bullying on social media. Social media is also damaging the reputation of youth online. With the use of social media by youth, their personal information is sometimes linked or shared online. The youth have started harassing or being harassed by someone they don't want attention from. Youth are becoming victims of online fraud through social media and social media has also reduced the self-esteem of youth (Kazaara & Kazaara, 2023). This research study examines how youth use social media. It therefore tries to find out the impact of social media on the morale of the youth.

Specific Objectives

- To examine the effects of social media on the moral values of the youth

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others, even if it may be a complete stranger. Respect for religion should be brought up not only to respect one's own religion, but also to understand that every person has the right to choose his region (Davids et al., 2023). And honesty should also be inculcated as one of the best principles and the youth must be encouraged to tell the truth no matter what mistakes he has made. With today's technology, youth are constantly using some form of social media. Facebook, Instagram, Twitter, these are just some of the many platforms available to youth (Damasus et al., 2023). This means that social media is beneficial when it comes to youth, its positive qualities, which are also considered to be five main strengths for the moral development of youth on social media, which include humor, appreciation of beauty, creativity, love and courage.

- To examine the contribution of social media on youth's moral values
- To assess how youth have embraced the moral values they have acquired from social media

Methodology

The research design of this product was purely qualitative that was to say; using questionnaires. The reason behind choosing this design is because this study focuses on measuring the behavior of youths to analyze the impacts of social media on them. Youth behavior varies a lot and is highly unpredictable. It cannot be mathematically calculated. For this project, the chosen data collection method was questionnaire. Since the social media network environment cannot be controlled unless otherwise designed, the most suitable and cost-effective method was conducting surveys through questionnaire to different youths and collecting their opinions on various impacts. A questionnaire comprised of total 20 questions was asked in order to meet research objectives. In order to extract useful results for reaching a strong conclusion and decision-making, it is important to analyze the data. The procedure of transforming all the obtained data into useful data and then obtaining a clear conclusion about the data is the process of analysis. Analysis process also included examining the data, building relation of different data types with each other and trends of different factors. Data was fed into the very well-known software SPSS in order to get accurate results and precise analysis of the results. But in order to analyze the data of the current research work, most of the work was done through menus and dialog boxes without going through complex SPSS language (Nelson et al., 2022).

In analyzing quantitative data, the data was sorted as per its allocated codes and entered into a statistical package known as Statistical Package for Social Scientists (SPSS) to generate both descriptive and inferential statistics that created the mean, mode and median; the variance, standard deviation, frequencies and percentages.

RESULTS

Table 1: Showing whether social media contribute to the enlightenment of the youth about moral values in Nansana municipality

Response	Frequency	Percentage
Yes	30	60
No	10	20
Not sure	10	20
Total	50	100

Source: Primary data, 2022

From the table above, 30 respondents representing a total number of respondents of 60% agreed with social media affect the social economic wellbeing of youth in Nansana municipality, 20% of the total respondents disagreed and the same total number of respondents of was not sure. The results imply that whereas social media contribute to social wellbeing of youth in a reasonable number of people disagreed implying that social media contribute less to socio wellbeing of youth (Turyatamba, 2023).

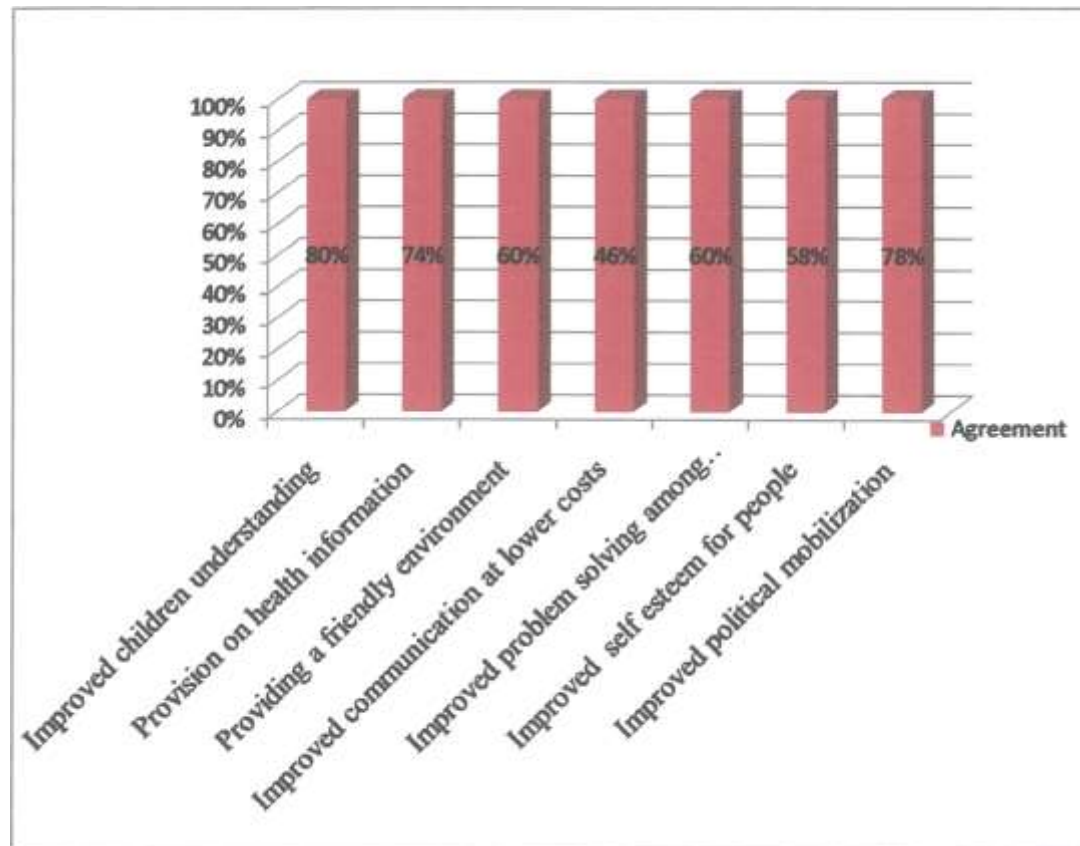
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Figure 1: Showing the contributions of social media to the social development of youth



From the figure above, 74% strongly agreed with improved youth understanding as a contribution that social media contribute to socio-economic wellbeing of youth in Nansana municipality 6% agreeing as well, while 8% respondents were recorded for not being sure, 2% disagreed and 10% strongly in disagreed 50% of the respondents agreed provision on health information, 14% agreed (Flavia et al., 2023), 4% of the respondents were not sure, 16% disagreed and 6% strongly disagreed. Providing a friendly environment had 40% respondents who strongly agreed, 20% agreed, 10% were not sure, while 14%disagreed and 16% strongly disagreed. Improved communication at lower costs had 30% who strongly agreed, 16% agreed, 14% were not sure, 16% disagreed and 24% strongly disagreed. Improved problem solving among conflicting parties had 50% of the respondents who strongly agreed, 10% agreed, none were not sure (Phionah et al., 2023), 18% disagreed and 22% strongly disagreed. Improved self-esteem for people had 50% respondents who strongly agreed, 8% agreed, none were not sure, while 10%disagreed and 32% strongly disagreed. Improved political mobilization had 58% who strongly agreed, 20% agreed, 12% were not sure, none disagreed and 10% strongly disagreed.

Challenges that can be brought by social media in youth development in Nansana municipality.

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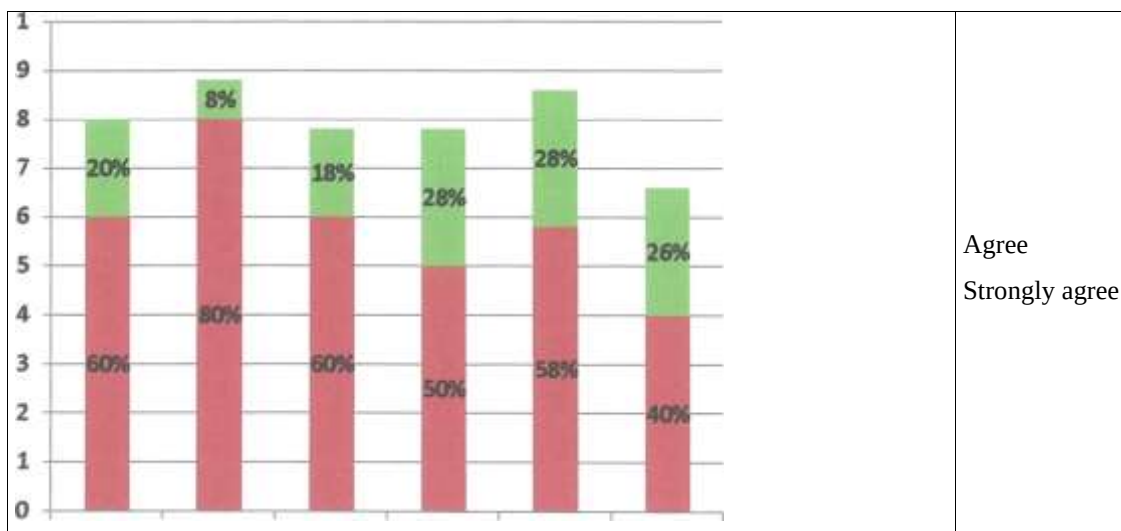
Table 2: Showing respondent's views to whether there are morale challenges that can be brought by social media in youth development in Nansana municipality.

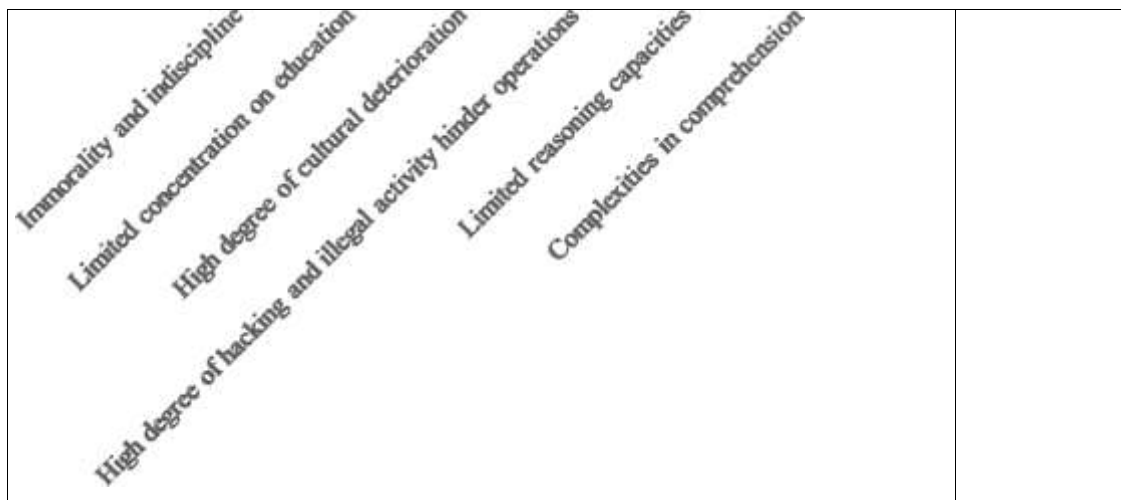
Response	Frequency	Percentage
Yes	35	70
No	5	10
Not sure	10	20
Total	50	100

Source: Primary data, 2022

From the table above, 35 respondents representing 70% of the total respondents agreed that there are morale challenges that can be brought by social media in youth development in Nansana municipality, 10% of the total respondents disagreed and 20% of the total respondents were not sure. Therefore, since the largest number of respondents agreed, it means that challenges prevail in the use of social media (Shakilah & Kazaara, 2023).

Figure 2: Challenges that can be brought by social media in youth development in Nansana municipality.





Source primary data, 2022

According to the responses from the respondents there are a series of challenges associated with the challenges that can be brought by social media in youth development in Kampala city division of the respondents who strongly agreed and from the findings, it is evident that Limited concentration on education had the highest level of responses with 88%, limited reasoning capacities with 78%, others were immorality and indiscipline, high degree of cultural deterioration, high degree of hacking and illegal activity hinder operations, complexities in comprehension. This implies that social media has challenges that can be brought by social media in youth development in Nansana Municipality (Shakilah & Kazaara, 2023).

Table 3: Showing measures that can be adopted in improving the social media prevalence amidst youth of 15-17 years in Nansana municipality.

Statement											Total	
There is need to improve access to ICT tools	30	60	15	30	3	6	0	0	2	4	50	100
Organizations need to adopt face book for business purposes	42	84	5	10	2	4	0	0	1	2	50	100
There is need for improved consideration of ICT developments	23		7	14	10	20	8	16	2	4	50	
Sensitization of masses on the availability of marketing opportunities	43	86	2	4	1	2	1	2	3	6	50	100
Enhancing provision of social media role	20	40	10	20	5	10	15	30	0	0	50	100

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Integrating social media with other media	20	40	0	0	10	20	7	14	8	16	50	100
Training business bodies on the use of social media	19	38	29	58	6	12	0	0	0	0	50	100

Source: Primary Data, 2022 From table above on the measures adopted in can adopted in improving the social media prevalence amidst youth of 15-17 years in Nansana municipality, there is need to improve access to ICT tools had 60% of the respondents strongly agreed that, 30% of the respondents agreed, 6% were not sure, none disagreed and 4% of the respondents strongly disagreed. Organizations need to adopt face book for business purposes had 84% of the respondents who strongly agreed (Oromo et al., 2023), 10% agreed, 4% were not sure, none disagreed and 2% strongly disagreed. There is need for improved consideration of ICT developments had 46% of the respondents who strongly agreed, 14% agreed, 20% were not sure, 16% disagreed and 4% strongly disagreed. Sensitization of masses on the availability of marketing opportunities had 86% of the respondents who strongly agreed, 4% agreed, 2% who disagreed and 6% who strongly disagreed and 2% were not sure. Enhancing provision of social media role had 40% of the respondents who strongly agreed, 20% agreed 10% were not sure and 14 % disagreed and 16% strongly disagree (Mark et al., 2023). Integrating social media with other media had 40 respondents who strongly agreed, none agreed, 20% were not sure 14% disagreed and 16% strongly disagreed. Training business bodies on the use of social media had 38% responses for strong agreement, 58% agreed, 12% were not sure and none were recorded for disagreement and strong agreement.

Conclusions

The purpose of the study was to evaluate the effect of social media on youth between seven to seventeen years in Nansana municipality. The study was based on three research objectives which included establishing the contributions of social media to the social development of youth between 7-17 years, examining the morale challenges that can be brought by social media in youth development in Kampala city division and propose measures that can be adopted in improving the social media prevalence amidst youth of 7-17 years in Nansana municipality. Contributions of social media to the social development of youth. The contributions of social media to the social economic well-being of youth in Nansana municipality. The responses were about 80% agreed that social media improves improved youth understanding, improved political mobilization had 78% of the responses followed by improved provision on health education, providing a friendly environment and improved problem solving among conflicting parties with 60% each, improved self-esteem had 58% and 46% were for improving communication at lower costs

Recommendations

The use of social media has made it possible for professionals around the globe to get advice from their colleagues and share experiences with a mouse click. Utilizing the vast number of resources that are available online available

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tends to make access more valued than self-creation. As the technology makes this easier, the focus shifts from simple factual knowledge exchanges to enabling tacit exchanges and collaboration among trusted members of the network.

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