THE EFFECT OF SOCIAL MEDIA ON MARITAL SUCCESS: A CASE OF LANG’ATA CONSTITUENCY, NAIROBI COUNTY, KENYA

BY
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A THESIS SUBMITTED TO THE OFFICE OF POSTGRADUATE STUDIES IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTER OF MARRIAGE AND FAMILY THERAPY OF PAN AFRICA CHRISTIAN UNIVERSITY NAIROBI, KENYA

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THE EFFECT OF SOCIAL MEDIA ON MARITAL SUCCESS: A CASE OF LANG’ATA CONSTITUENCY, NAIROBI COUNTY, KENYA

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other college or university for academic credit.

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ABSTRACT

The purpose of the study was to determine the effect of social media on marital success in Langata Constituency, Kenya. The study specifically sought to; determine the prevalence of use of social media among married individuals in Lang’ata Constituency, describe the marital problems arising from the use of social media by married individuals in Lang’ata Constituency, establish the relationship between social media usage and the success of marriages in Lang’ata Constituency and recommend strategies that married individuals can adopt to keep their marriages stable in the midst of social media use.

The research was informed by the Sound Relationship House Theory. The use of both descriptive research and correlation designs based on survey method was employed. Stratified sampling technique was used to sample 30 married men and 30 married women in the constituency. A structured questionnaire was used to undertake the survey. Pearson’s correlation technique was used to establish the relationship between the study variables.

The results showed that Facebook was both the most popular in terms of accounts and frequency of visit, with majority of the respondents visiting SNS four times or more in a day and spending on average 30 minutes or more per visit. Majority of the respondents visited SNS while at home. More female than male respondents spent more time on social media. There was a statistically significant correlation between social media and feelings of suspicion, jealousy, feelings of loneliness and emotional distance. However, majority of the respondents disagreed that social media use by their spouse was straining their
With regards to the relationship between social media usage and the success of marriages in Lang’ata Constituency, there was a strong positive correlation between marital stability and marital satisfaction but the relationship between social media use and either marital stability or marital satisfaction was not statistically significant. Generally, majority of the respondents rarely or never wished they had not married. Majority of the respondents were somewhat happy with their marriages. In terms the strategies that married individuals in Lang’ata Constituency deployed to keep their marriages stable in the midst of social media use, there was a statistically significant correlation between marital stability and sound relationship house strategies such as: knowledge of spouse’s life dreams, respect from spouse, feelings of love and care, enjoying discussions together and attention to deepest feelings.

Social media is thus a double-edged sword that should carefully be utilized by married individuals. It acts as a catalyst, enhancing the marital success of those who are well adjusted in their marriage and those who deploy sound relationship house strategies while on the other hand, it escalates the failure of marriages not built on trust and commitment. Young individuals, and couples who are still young in their marriages should especially be vigilant of behaviours that erode trust and arouse jealousy and suspicion. A common understanding of proper conduct should be fostered with respect to matters of recreation, demonstration of affection, friends and sex relations as they relate to each other’s use of social media. In addition, unless separated by distance, married individuals should not spend time on social media at the expense of quality time with their spouse.
CHAPTER 1: INTRODUCTION AND BACKGROUND TO THE STUDY

1.1 Introduction

Internet-enabled technology is affecting social relationships in a manner unprecedented in the world today. The explosion of social media usage for communication as characterized by the proliferation of social networking sites (SNS) and exponential rise in users is influencing how people relate. The public nature of SNSs makes it easier for individuals to share information about their romantic relationships to a wider network of people and to do so much more quickly than via traditional face-to-face communication (Fox & Warber, 2013). Minkel (2012) recorded that about 1 in 8 married couples in the US met via social media in the year 2009. Thus, social media tools are not merely technologies that facilitate human interactions. Rather, they establish, shape and even define relationships (Fox & Warber, 2013).

Clayton (2014) observes that while social media may be beneficial in helping users keep in touch with others, research has shown that its use can be detrimental to the marital institution. This study set out to determine the influence of social media on marital relationships and specifically, its impact on marital stability and satisfaction, against the backdrop of rising divorce rates in Kenya.

1.2 Background to the Study

Social media is a set of digital tools mainly characterized by social networking sites that allow users to “forge and nurture relationships with unprecedented ease and frequency” (Minkel, 2012, p269). Social networks are social communities connected via the internet and networking applications such as Twitter, Facebook, Skype, LinkedIn or Whatssup (Ozad & Uygarer, 2014). These web-based technologies turn communication into
interactive dialogue (Kamwaria, Kamau, Githaiga, Guantai, Mugwe, Makin, & Dida, 2015).

Social Networking Sites (SNSs) enable users to create a public or semipublic profile, identify and connect with other users in the user’s immediate network and those farther out in the collective network (Fox & Warber, 2013). Through these sites, users can post messages on one another’s profiles, comment on one another’s photographs, send private messages, “poke” other users and chat online (Cravens, Leckie, & Whiting, 2012). The profile identifies SNSs users based on personal information they have posted on a blank template. Tokunaga (2011) explains that these profiles, which typically include one’s name and age, birthday, hometown, sexual preference, contact information, education or work experience, networks to which one belongs, and groups of which a person is a member, can be publicly displayed or suppressed by enacting privacy settings.

Social media usage has become ubiquitous throughout the world. According to Statista Incorporated (2016), the number of monthly active Facebook users globally as of the first quarter of 2015 had surpassed 1.5 billion. This makes Facebook one of the most popular SNSs in the world (Cravens & Whiting, 2014). Twitter also follows suit with more than 554 million active users, competing with Facebook, Google+, and LinkedIn (Clayton, 2014). In East Africa, Kenya has been found to be one of the leading countries regarding social media usage (Ozad & Uygarer, 2014). This corresponds with the increased availability of internet in the last one decade especially in the urban centers, which has enabled the growth and development of social media presence in the country (Kamwaria et al., 2015).

Nitzburg and Farber (2013) suggest that the tenuous sense of interpersonal connection available through social media can negatively affect a marriage by exacerbating users’
preexisting difficulties with trust. They further imply that even for the most stable marriage, SNS such as Facebook can create some tension because a spouse has additional relationship rituals to attend to and must balance their partners’ needs with the rules and customs of public disclosure of details of their relationship through SNS. This perspective finds support from empirical studies which have showed that increased time spent online is related to a decline in communication with family members, as well as the reduction of the Internet user’s social circle (Pantic, 2014).

This study drew from Gottman’s theory of Sound Relationship House as a framework to explain the potential relationship between social media usage and the stability and satisfaction of marriages in Kenya. The nature of social media usage including the type of social media, frequency, duration, timing and reason of usage are analysed through the lenses of the Sound Relationship House elements.

1.3 Statement of the Problem

Social media has become a popular communication channel among Kenyans as indicated by a survey that was recently done (Ipsos, 2015). Marital instability is a phenomenon that has been on the increase in Kenya; with media reports showing that divorce cases are on the rise and steadily increasing, going by the number of divorce cases filed at the law courts. Marital relationship is a common topic of discussion in social media. This suggests that social media potentially influences and shapes social relationships including the institution of marriage. However, little has been done with reference to social media impact on success of marriages in Kenya. Most research on the impact of social media usage on Kenyan society has focused on the users’ civic life and economic dimensions such as business operations. This study attempted to fill this knowledge gap. Marital success is foundational to the achievement of Kenya’s vision of a prosperous nation with
a high quality of life where social media communication plays a major role. It was important to establish how the usage of social media communication channels in the society affects the success of marriages in Kenya.

1.4 Purpose of the Study

The purpose of the study wasto determine the effect of social media on marital success in Langata Constituency, Nairobi, Kenya.

1.5 Objectives of the Study

i. To establish the prevalence of use of social media among married individuals in Lang’ata Constituency

ii. To describe the marital problems arising from the use of social media by married individuals in Lang’ata Constituency

iii. To establish the relationship between social media usage and the success of marriages in Lang’ata Constituency

iv. To propose strategies that married individuals can adopt to keep their marriages stable in the midst of social media use

1.6 Research Questions

This study sought to answer the following questions:

i. What is the prevalence of social media use among married individuals in Lang’ata Constituency?

ii. What are the marital problems arising from social media use by married individuals in Lang’ata Constituency?

iii. What is the relationship between social media use and the success of marriages in Lang’ata Constituency?
iv. How can married individuals keep their marital unions stable in the midst of social media use?

1.7 Justification

With social media technology playing an increasingly key role in redefining communication and shaping marital relationships, it is important to investigate this phenomenon with respect to the achievement of marital stability and success. The integration of marriage and family therapy theory to the research on social media communication with respect to the institution of marriage provides new perspectives in the search for strategies that couples can pursue to have a successful marriage in the wake of social media.

1.8 Significance of the Study

The usage of social media for communication is here to stay and the fact that it will continue to influence and shape social relationships is a given. This research is significant in the sense that it illuminates how social media affect marriages in Kenya. As such, marriage and family therapists can draw from the study findings to inform their practice so that they are more effective and relevant to the modern day couples. Insights gleaned from this study can also be used to come up with policies that govern the dissolution of marriages in order to strengthen the family unit. The findings can also be used in social settings to sensitize couples on the strategies that they can use to build stable marriages in the wake of social media communication technologies.

1.9 Assumptions of the Study

i. The responses that were received from research participants were the accurate picture of the state of their marital union.
ii. Married individuals in Lang’ata Constituency all used social media to communicate.

1.10 Scope of the Study

The geographical scope of this study was Lang’ata Constituency. Focus was on middle class couples because they are more likely to afford the technologies that support social media communication as compared to the low class. Data collection was focused on individuals who were still young in marriage, that is, those whose marriage had not lasted more than 10 years. This is because young couples are more vulnerable to divorce compared to old couples. A more inclusive definition of marriage was assumed; namely, those legally married under the Marriage Act as well as those cohabiting.

1.11 Limitations and Delimitations

The focus on married individuals in Lang’ata Constituency reduced the generalizability of the study findings to the wider Kenyan marital experiences. Lang’ata Constituency is also predominantly urban and thus the study lacked in diversity as married individuals in rural communities were not represented. Further, due to the sensitivity of the subject, the research was open to social desirability bias from the respondents. In terms of delimitations, married individuals without an account in any of the social networking sites were not included in the study.

1.12 Definition of Terms

*Social media.* The set of digital tools and social networking sites that allow users to forge and nurture relationships with unprecedented ease and frequency.
**Marital success.** A composite term for both marital stability and marital satisfaction and denote a successful marriage as one in which the partners adjust to the relationship, are in relative agreement on most issues of importance, are comfortable in the roles that they assume, can work together to solve most of the problems that confront them over time.

**Marital satisfaction.** The extent to which a spouse perceives the marriage to be personally fulfilling and worth maintaining.

**Marital stability.** This means the marital contract has not been terminated through separation or divorce.

1.13 Summary

This chapter set the scene by defining the main problem, presenting a background to the rationale of the need for the study and stated the problem. It has also presented the purpose and objectives of the study as well as the research questions. It has further explained the significance of the study and outlined the assumptions, scope, limitations and delimitations. Chapter two presents the theoretical and empirical review of literature and explains the conceptual framework that guided the research. In chapter three, the research methodology is detailed.
2.1 Introduction

This chapter reviews the literature pertinent to the nexus between social media and marital success. The first section discusses the theoretical framework upon which the study was grounded. The next section reviews related empirical literature. This is essentially a critical review of empirical studies already done to provide an illumination into the subject and what gaps exists. Afterwards, a conceptual framework was designed for the current study.

2.2 Theoretical Framework

This research was informed by the Sound Relationship House Theory credited to the works of Gottman (1999) who has been described by some commentators as one of the best researchers on couple relationships on the planet (L’abate & Ryback, 2011). The theory grew out of many years of research on couple interaction (Henderson, Robey, Dunham, & Dermer, 2013). The Sound Relationship House, rests on research findings identifying the risk and protective factors related to divorce or stability and satisfaction in marriages (Gubbins, Perosa & Bartle-Haring, 2010).

Gubbins et al. (2010) listed eight risk factors that Gottman (1999) considered. These are: a higher ratio of negative to positive behaviors between the couple; negative feelings and negative attributions about one’s spouse; high levels of criticism, defensiveness, contempt, and stonewalling in conflict situations; feelings of emotional flooding as a reaction to a spouse’s strong negative behaviors, which leads to a cascade of disengagement and loneliness in the relationship; the failure of repair attempts when
conflict develops; harsh start-ups by the wife; refusal of the husband to accept influence from his wife; and gridlock rather than dialogue over perpetual issues dividing the couple.

A critical review of Gottman’s (1999) work as undertaken by Henderson et al. (2013) concurred with his view that affect in the couple relationship is very important in determining the stability and functionality of a marriage. Gottman (1999) asserts that while unhappy couples evidence negativity, happy and stable marriages are not without negativity. Instead, they have a very rich climate of positivity that occurs more often than the negativity. Over time, a relationship that exhibits a high ratio of negative to positive affect may begin to experience negative sentiment override (NSO) – defined as the process by which everything involved in the partner’s interactions gets interpreted as increasingly negative; resulting in the receiving partner withdrawing from the other partner. Consequently, irritation and resentment begin to build up, thus eroding the friendship that the relationship was based on (Henderson et al., 2013).

Henderson et al. (2013) argue that the Sound Relationship House Theory is comprised of friendship, fondness and admiration, and holding an emotional bank account. Gottman (2000) illustrate this theory as shown in Figure 1. The figure shows that trust and commitment are the pillars for sound relationship. Through his research, Gottman (1999) found out that relationships that survive the waves of times are strongly supported by trust and commitment (Gottman & Silver, 1999).

Henderson et al. (2013) highlight that this foundation focuses on cognitive love maps, or one’s knowledge of his/her partner, consideration for one another, and how couples either turn toward or away from one another in times of non-conflict. According to Gottman (1999), having a strong foundation is necessary to move to the next levels of the house.
The fourth level discussed by Hernderson et al. (2013) is positive sentiment override whereby couples in this level tend to perceive negative affect in a neutral manner. Henderson et al. associate the fifth level with how a couple deals with problems that arise and how one can soothe oneself or his/her spouse when things become escalated. According to Henderson et al., the top two levels of the House revolve around dreams and shared meaning, often created from the rituals in which a couple or family participates – whether large and significant or those based around holiday traditions.

Figure 2.1 The Sound Relationship House

Gottman’s (1999) work has led to the ability to predict divorce or marital stability, an ability to predict relationship satisfaction and the creation of a mathematical model of marital interaction (Henderson et al., 2013). However, a criticism level against Gottman’s model is that it focuses on current interaction patterns between spouses and does not fully acknowledge or explain the impact of family-of-origin, internal psychodynamic, personality, or cultural variables on these dynamics (Gubbins et al., 2010). In spite of these shortcomings, this theory was applied to the current study of social media and marital success. The study analyzed whether the elements of a sound relationship as theorized by Gottman moderate social media effects on marital success because of its applicability to a diverse range of marital issues, contexts and situations.

2.3 Review of Related Literature

This section reviews literature with respect to marital success and the factors influencing the stability and satisfaction of marriages. It also reviews empirical studies on the relationship between social media and marital success and discusses the strategies to achieve marital stability and satisfaction.

2.3.1 Marital Success

Defining the term “marital success” is fraught with difficulty since it is often confused with marital adjustment, stability and satisfaction (Cox, 2005). An extensive discussion of the concept “marital stability” is made by Berscheid and Regan (2016) who construe the term as referring to the continuation of the marriage, that is, the marital contract has not been terminated through permanent separation or divorce. Karney and Crown (2007, p.11) factored in, the duration of marriage into the definition and defined marital stability
explicitly as “whether a marriage remains intact over some period of time or whether it ends in divorce or permanent separation”. This is usually assessed by the married individuals’ self report that the marriage is intact. In the view of Berscheid and Regan (2016), this definition does not imply that other features of the relationship such as partners’ satisfaction with the marriage is stable. Karney and Crown (2007) referred to marital satisfaction as the extent to which a spouse perceives the marriage to be personally fulfilling and worth maintaining.

According to Vangelisti (2012), marital satisfaction has been the outcome variable of choice for most scholars studying interpersonal communication in romantic relationships on the assumption that if partners are happy, their marriage is likely to remain intact, otherwise, the relationship may crumble. However, Vangelisti quickly points out that despite the premium placed on marital satisfaction, scholars have begun to acknowledge that satisfaction is not the only way to conceptualize marital success. Karney and Crown (2007) for instance argue that although marital satisfaction and marital stability are significantly associated, they are not overlapping constructs in the sense that marriages can persist for years despite neither spouse’s experiencing much satisfaction, just as relatively satisfying marriages can nevertheless end. A further distinction is offered by Oranthikal and Vabsteenwegen (2006) who observe that while stability is a characteristic of the couple, marital satisfaction is an individual characteristic and refers to how the individuals evaluate their marriage.

Consistent with this discourse is a caveat introduced by William and Lebow (2005) with regard to meaning making. They argue that marriages remain stable for various exogenous reasons such as cultural prohibitions on termination, economic, religious and legal reasons, among others. They illustrate that within cultures in which marital
satisfaction is not a prominent factor, such as arranged marriages where the wisdom of the elders prevails and whether the partners are satisfied with their relationship, is of little consequence to stability. They contrast the western culture from other cultures, noting that marital satisfaction in the west is a construction based on acceptance of voluntary, rather than obligatory, marriage formats. They explain that for voluntary relationships, partners choose one another based largely on romantic notions of love and the success of the marriage is dependent on the personal happiness of individuals, not on the fulfilment of cultural expectations. Gottman’s (1999) research for example showed that low marital satisfaction did not necessarily eventuate into either marital stability or dissolution. His research indicated that at any given time, marital stability and marital satisfaction (or marital happiness) may be at varied levels, thus challenging the notion of a direct linkage.

Gottman (2014) drew from his earlier research on this construct to suggest that marital stability is not uniform, but, in fact manifested in three types of stable marriages. That research, conducted among 73 couples at 2 time points 4 years apart, demonstrated in a rather sophisticated way, that there were three groups of stable couples: validators, volatiles and avoiders – distinguishable by problem solving behaviour, specific affects and persuasion attempts (Gottman, 1993). From the same research emerged two other marital typologies that were classified as unstable. Gottman (1993) referred to these as hostile and hostile-detached, with the hostile-detached typology being more negative (defensive and contemptuous) than the hostile type (Cook, Tyson, White, Rushe, Gottman & Murray, 1995).

In a later article, Gottman (n.d.) simplified his 1993 ground-breaking research by using a more layman language to explain the three types of stable marriages. With respect to
validators, Gottman (n.d.) held that this typology is characterized by letting the marriage partner know that their views and emotions are valid. Such couples compromise often and calmly work out problems to mutual satisfaction as they arise. When validators fight, they know how to listen, acknowledge their differences and negotiate agreement without screaming at each other.

Gottman (n.d.) contrasted volatile couples from validating ones, explaining that volatile couples are typified by unfiltered emotional intensity; with their relationships full of angry growls and passionate sighs, sudden ruptures and romantic reconciliations. According to Gottman, these couples may fight bitterly and they may seem destined for divorce to anyone watching them squabble. However, Gottman’s findings point to the contrary, indicating that these couples will stay together if for every nasty swipe, there are five caresses. In fact, explains Gottman, “the passion and relish with which they fight seems to fuel their positive interactions even more. Such couples are more romantic and affectionate than most - but they are also more vulnerable to a decay in that all-important five-to-one ratio and at their worst, to violence” (Gottman, n.d., p.2).

The third typology which Gottman (1993) called “conflict-avoiding”, keep the peace and minimize arguments by constantly agreeing to disagree. Gottman (n.d.) explains that in this typology, solving a problem usually means ignoring the difference, one partner agreeing to act more like the other, or most often just letting time take its course. Gottman (n.d.) emphasize that the universal five-to-one ratio must still be present for the couple to stay together, but it gets translated into a much smaller number of swipes and caresses.

In an attempt to end the confusion that characterize discourse on marital stability and allied constructs such as marital satisfaction or happiness, Lamanna and Riedmann (2011) came up with a composite term which merge the two concepts. They called this term
“marital success”. In their view, marital success can be measured by both stability (whether or how long the union lasts) and the happiness of the partners.

For the purpose of this study, the measures of marital success offered by Cox (2005) was used. Cox argues that a successful marriage is “one in which the partners adjust to the relationship, are in relative agreement on most issues of importance, are comfortable in the roles that they assume, can work together to solve most of the problems that confront them over time, and where each partners express satisfaction and happiness with the relationship” (Cox, 2005, p. 196).

2.3.2 The Relationship between Social Media and Marital Success

Marital fidelity affects trust which is an important pillar of Gottman’s Sound Relationship House. Cravens, Leckie and Whiting (2012) made reference to research which showed that relationships suffer similar negative outcomes with online infidelity as they do offline infidelity, with one study showing that 22% of participants divorced or separated as a result of online infidelity. A review of literature by Cravens et al. (2012) revealed that participants’ experiences following the discovery of their partner’s affair included three stages: (1) emotional rollercoaster—a period of intense emotional reactions and uncertainty about the future of their relationship; (2) moratorium—where couples spent more time apart, engaged in meaning making activities around the affair, and sought outside support; and (3) trust building—in which couples began to rebuild their relationship through better communication, and work towards forgiveness.

Cravens and Whiting (2014) speculate that social media can also enhance existing relationships or facilitate the development of new relationships, including illicit ones. Being on social media thus exposes couples to jealousy-inducing information, which in
turn compels them to search for more information on the SNS in question, which induces even more jealousy (Nitzburg & Farber, 2013). This spiral effect compromises trust in the marital relationship which is a foundational element of long-lasting marital commitment. Nakoneny and Denton (2008) expound that marital commitment tends to build up through reciprocated marital trust and marital trust tends to build up gradually through cumulative marital commitment to the relationship. In this case, reciprocated trust is eroded by jealousy-inducing information that married individuals may spot from their partner’s social media usage.

The potential negative externalities of social media on the stability of marriages and marital satisfaction, as implied in the example by Noack (2014) above, has attracted a growing interest among researchers. Studies in the US indicate that Facebook, for example, has been linked to 66 percent of divorces; with 81 percent of the nation’s top divorce lawyers claiming that clients have cited using social networks as damning evidence against their spouses (Saleh & Mukhtar, 2015). Research in the US has shown that reasons behind such divorce cases associated with social media use include jealousies and distrust (Crystal, 2012).

Saleh and Mukhtar (2015) examined the impact of social media on marital relationship with a focus on how social media can lead to divorce among couples. Using stratified random sampling technique, they distributed a structured questionnaire to 140 respondents as well as interviewed two more respondents. Their study found that, more women are subscribing to the social media and irrespective of sex differences, social media users are spending more time using the social network sites. Facebook is the most frequently used social network site in the study area. Moreover, majority of the
respondents believed social media can lead to infidelity and all of them agreed it can lead to divorce.

Clayton, Nagurney and Smith (2012) investigated the relationship between using Facebook and negative interpersonal relationship outcomes. They survey 205 Facebook users aged 18–82 using a 16-question online survey to examine whether high levels of Facebook use predicted negative relationship outcomes such as breakup/divorce, emotional cheating, and physical cheating. The results indicated that a high level of Facebook usage is associated with negative relationship outcomes but the relationship only holds for those who are, or have been, in relatively newer relationships of 3 years or less. Another study of Facebook undertaken by Cravens and Whiting (2014) found that respondents feared the possibility of greater perceived threat of Facebook interactions due to the likelihood of the relationship occurring offline as well as online.

In an environment where trust is compromised, the empirical findings by Clayton et al. (2012) suggested that interpersonal electronic surveillance is more likely to occur in younger people, perhaps suggesting that younger individuals who are in shorter or newer relationships may use surveillance strategies as an information-seeking technique toward their partners. Clayton et al. (2012) observe that while this may serve as a positive influence in getting to know one another and learning about each other’s past, it may also provoke feelings of jealousy that could enter into the relationship. Nitzburg and Farber (2013) also reported that Facebook surveillance behaviors and jealousy arising from such behaviors have also been linked with attachment status, with attachment anxiety linked to more Facebook surveillance and attachment avoidance linked to lower Facebook surveillance.
In a subsequent study, Clayton (2014) examined how SNS use, specifically Twitter use, influences negative interpersonal relationship outcomes. Clayton specifically examined the mediational effect of Twitter-related conflict on the relationship between active Twitter use and negative relationship outcomes, and how this mechanism may be contingent on the length of the romantic relationship. A total of 581 Twitter users aged 18 to 67 years completed an online survey questionnaire. The results suggested that active Twitter use leads to greater amounts of Twitter-related conflict among romantic partners, which in turn leads to infidelity, breakup, and divorce.

Nitzburg and Farber (2013) investigated the role of attachment in influencing emerging adults’ perceptions and feelings about SNS and their disclosures on SNS. The study found that disorganized and anxious attachment predicted subjects’ use of SNS to avoid more face-to-face communication, suggesting that individuals with these tendencies use SNS to hold relationships at a psychological arm’s distance. Anxious attachment also predicted feelings of intimacy when using SNS, perhaps reflecting online needs for comfort from others.

Fox and Warber (2013) undertook an online survey investigating emerging adults’ experiences with Facebook and romantic relationships including the ability to declare oneself as “In a Relationship” and actively link one’s profile to a romantic partner’s, commonly known as going Facebook official. Results identified common social perceptions of the meaning of this status (regarding commitment, intensity, and social response) and both interpersonal and social motives for posting it on Facebook. Additionally, sex differences were identified in perceptions of meaning, wherein women felt this status conveyed commitment and intensity more than men did.
Tokunaga (2011) investigated personal accounts of users who have experienced negative encounter or behaviour exercised by others that instigates interpersonal strain, on SNSs to understand better the nature of this phenomenon. Using a mixed-methods approach, open coding of open-ended responses revealed 10 negative event types that surface during participation on SNSs. Quantitative coding was then used to identify a cut-off point for the most frequently experienced negative events. The findings revealed that the three most commonly experienced negative event types included ignoring or denying friend requests, deleting public messages or identification tags, and identifying ranking disparities on Top Friends applications.

Studies done in Africa suggests that there are increasing cases of divorce among African couples (Olaniyi, 2015). However, the African cultural context potentially moderates social media impacts on marital stability compared to the western context. Kicha (2012) opines that even though there is divorce in Africa, divorcees are stigmatized and labelled as failures by friends and family and because of this, couples often struggle to do all that they can to settle their differences so that they can avoid the shame of divorce. For example, about 81 percent of respondents in a study of marital conflict in Kenya undertaken by Odhiambo and Maito (2013) claimed that they knew of spouses who stayed within abusive marriages characterized by conflict due to adultery, meddlesome inlaws and the extended family. However, with the growing influence of western culture transmitted through technology and modernization, divorce is increasingly becoming common in Africa.

A worrying trend in Kenya noted by Noack (2014) is that more often than not, social media has been used as a tool for “fixing” others negatively. Noack (2014) elucidates that some people get on social media to frame, criticize, mock, or put pressure on individuals
in order to ruin their reputations. He cites an example of a popular but currently blocked Facebook page “Dead Beat Kenya” which he claims, was used to expose men in Kenya that sacrificed their marriage to extramarital affairs (Noack, 2014). In his view, the Facebook page was very inappropriate and damaging irrespective of whether it is wrong for men to fail to take on responsibility for their families. The evidence of social media abuse is depicted by the observation that some key leaders in Kenya including senators, governors, and members of the County Assembly were exposed on Dead Beat Kenya Facebook page by their exlovers, or people just interested in ruining their character and reputation.

### 2.3.3 Strategies for Marital Success

Studies that culminated into the development of Gottman’s Sound Relationship House Theory revealed that the ratio of positive to negative behaviors has a stronger influence on couples’ satisfaction and marital success than does the absolute frequency of either positive or negative behaviors (Vangelisti, 2012). Gottman and Levenson (1992) classified couples into two groups: regulated (those in which both partners displayed more positivity than negativity when they spoke to each other) and unregulated (those in which both partners showed more negativity than positivity in the relationship). Results from a four year period of study indicated that marriages of regulated couples were successful, that is, they were more satisfied, less likely to have considered divorce, less likely to have separated, and less likely to have divorced.

Drawing from his extensive research on couple relationships, Gottman (n.d.) proposed four keys to a successful relationship. The first key is for couples to learn to calm down. Gottmann (n.d.) argue that this will cut down on the negative responses that make further communication so difficult. Once couples are calm enough, the next arsenal that Gottman
(n.d.) recommended is for the couples to learn to speak and listen non-defensively, for instance by reintroducing praise and admiration into the relationship. Gottman then advises that couples should validate their partner by acknowledging the partner’s point of view, accepting appropriate responsibility and apologizing when clearly on the wrong. The last idea that Gottman suggests is to practice the first three keys until it becomes second nature.

Oranthikal and Vabsteenwegen (2006) adds on to Gottman’s line of thinking with regards to apologizing by emphasizing that spouses also need to forgive one another. They argue that couples who forgive an offending partner have the most adaptive marital functioning; the more spouses forgive, the more they make positive marital assumptions, feel equal balance of power in their marriages, and have close and well-adjusted marital relations. Developing this idea further from a Christian counselor perspective, Birch and Oginde (2008) argue that forgiveness brings healing and restores relationships in conflict situations. From their discourse on forgiveness, Birch and Oginde (2008) see forgiveness from a two lenses perspective: one-sided and two sided forgiveness. They describe one-sided forgiveness as when apology is required from the one on the wrong and commitment to righteous behavior from that point on. The second lens is where both parties have recognized some degree of responsibility for a conflict, come to the point of forgiveness, become transparent before God as well as each other and have their fellowship restored and relationship developed.

2.4 Conceptual Framework

The following conceptual framework was used to undertake the research. The framework draws from the review of related literature and the Sound Relationship House Theory as propounded by Gottman (1999). The framework depicts three sets of variables and the
arrows indicate the direction of the relationship between the study variables. The independent variable is Social Media Usage as measured by type, frequency, timing, duration and reasons of usage. The sound relationship factors represent the moderator variables while marital success as measured by the stability and satisfaction represent the dependent variables.

INDEPENDENT VARIABLES

- Social Media Usage
  - Type
  - Frequency
  - Duration
  - Timing
  - Reasons

MODERATOR VARIABLES

- Sound Relationship
  - Trust
  - Commitment
  - Knowledge of one another
  - Shared fondness
  - Turning towards
  - Positive perspective
  - Conflict management
  - Life dreams
  - Shared meaning

DEPENDENT VARIABLE

- Marital Success
  - Stability
  - Satisfaction

Figure 2.1 Conceptual Framework

Source: Gottman (2000)
CHAPTER 3: RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction

This chapter details the blueprint for the collection and analysis of data. It discusses the research design, target population, sampling technique and sample size, research instruments, validity and reliability of the instrument, data collection, analysis and the logistical and ethical considerations.

3.2 Research Design

The use of both descriptive research and correlation designs based on survey method was employed. This design was applied to the study to describe the prevalence of social media use among married individuals as indicated by type, frequency, duration, timing and reasons. In this way, an accurate record of the current state of usage of social media provided a snapshot of behaviors of married individuals in the area of study.

Correlation research design involves matching relationships among phenomena with theory or what theory predicts, commonly involves structured interviews or written self-reports (Anastas, 2012). Therefore, the research design was applicable for the study because of the need to establish the relationship between social media usage and the success of marriages in Lang’ata Constituency.

3.3 Population to Studied

Based on the last census report published by the Kenya National Bureau of Statistics (2009), Langata constituency had an estimated total of 56,939 households. This formed the study population. Langata Constituency is located on the south and southwestern parts
of Nairobi County. This constituency is characterized by the middle and upper class residents who inhabit Karen, Nairobi West, Mugumo ini, South C and Nyayo Highrise estates. Administratively, these five estates constitute the wards that make up the constituency. High-end appartments and homes dot the constituency’s landscape. Due to its close proximity to the city, the constituency is highly cosmopolitan, comprising a rich mix of people from a cross diverse cultures. This constituency was selected as the study area because of its predominantly middle and upper income population as these are more likely to afford and maintain technological gadgets that support social media communication such as android phones and internet connectivity.

3.4 Sample to selected

Since the exact population of married individuals in the constituency was unknown, a sample of 30 married men and 30 married women was used. Thus, the total sample was 60 respondents. This sample size was considered adequate because it satisfied the minimum threshold recommended for hypothesis testing based on the central limit theorem (Brase & Brase, 2008). Table 1 shows sample size distribution.

Table 3.1 Sample Size Distribution

<table>
<thead>
<tr>
<th>Location</th>
<th>Strata</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Karen</td>
<td>Male</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>6</td>
</tr>
<tr>
<td>Nairobi West</td>
<td>Female</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>6</td>
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<tr>
<td>Mugumo ini</td>
<td>Female</td>
<td>6</td>
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<tr>
<td></td>
<td>Male</td>
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<td>South C</td>
<td>Female</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>6</td>
</tr>
<tr>
<td>Nyayo Highrise</td>
<td>Female</td>
<td>6</td>
</tr>
</tbody>
</table>
In each estate, six married male and six married female were interviewed until the desired sample was achieved as shown in the table. The sampling unit was married individuals within these households. The inclusion criteria was those individuals with access to internet either on their mobile phones or through their computer.

3.5 Sampling method

In this study, stratified random sampling technique was used. Jackson (2011) explains that this technique is whereby different sub-groups of people in the population are taken into account to guarantee that the sample accurately represents the population on specific characteristics. In this study, stratification was based on gender, whereby an equal number of married men and women was included in the sample.

3.6 Type of Data

Primary data was collected. This means the researcher obtained first-hand information from the respondents about their social media use and how it affected their marital relationship.

3.7 Data Collection Method

A structured questionnaire was used to undertake the survey. The questionnaire comprised of a modified version of Locke-Wallace Marital Adjustment Test (LWMAT) and Marital Status Inventory (MSI) which informed the development of Gottman’s Sound Relationship House theory (Cierpka, Thomas & Sprenkle, 2005). LWMAT was developed by Locke and Wallace (1959) to measure marital satisfaction among married
couples. LWMAT contains a 6-point scale of Likert-type with a minimum score of 1 representing “always disagree” and a maximum score of 6 representing “always agree” (Ghoroghi, Hassan & Baba, 2015).

MSI was developed by Weiss and Cerreto (1980) to gauge marital stability. It is a brief instrument used by clinicians to determine how close a marriage is to separation or divorce by asking 14 true-false questions to determine the accumulation of steps ranging from 1 to 14 towards dissolution; with high scores representing greater marital instability (Whiting & Crane, 2003).

The application of strategies that married individuals can adopt to keep their marriages stable in the midst of social media use was established using Gottman’s (1993) Sound Relationship House scale. It is also a 5-Point Likert type scale containing 16 constructs measured from strongly disagree to strongly agree.

Data on the prevalence of social media use among married individuals was collected using a set of questions with nominal, ordinal and ratio scale measurements with respect to five variables: type of social media used, frequency of usage, duration of usage, timing of usage and reasons for use. It also had a brief Likert-type scale statements on perception of effect of social media use on marriage.

3.8 Data Collection Procedure

The instrument was physically administered by the researcher. Data was collected through face-to-face interviews with married individuals in the study area. The process entail rapport building and explaining the study purpose and measures of confidentiality of research participants. Respondents were issued with the questionnaire to fill in and the
researcher was present to clarify any issues or questions to the respondents as they did so. This exercise lasted for two weeks.

3.9 Instrument Pre-testing

The questionnaire was pre-tested in order to validate the instrument. Instrument validity is concerned with “whether the questions are asking what the researcher thinks they are asking and whether the respondent is reading, interpreting and answering the items in the manner in which the researcher believes” (Janicak, 2007, p. 118). For this purpose, the questionnaire was pre-tested among a small sample of 6 married individuals comprising of 3 married men and 3 married women. The results of the pilot-testing was analysed to establish whether the instrument was robust and to eliminate any ambiguity in the instrument.

3.10 Data Analysis

The data analysis procedure entailed coding the responses into SPSS software where the data was entered. Descriptive statistical techniques such as mean, standard deviation and percentages were determined. Relationship between the study variables were determined using Spearman’s Rank Correlation technique. The findings were presented using tables, charts and graphs.

3.11 Ethical Considerations

Ethical considerations in this research included obtaining a research permit from the National Commission for Science, Technology and Innovation which is the government agency that regulate all research activities in Kenya. The researcher also observed
research ethics including obtaining informed consent from research participants and protecting their confidentiality.

3.12 Summary of the Chapter

This chapter has explained the blueprint for the collection and analysis of the data. It has detailed the research design, the population, sample and sampling method, type of data, data collection methods and procedures, pre-testing, data analysis plan and ethical considerations. The findings were analyzed and presented in the next chapter.
4.1 Introduction

The purpose of the study was to determine the effect of social media on marital success in Langata Constituency, Nairobi, Kenya. In this chapter, the findings are analyzed, results presented, interpreted and discussed. The chapter is organized into five sections. The first section analyses the demographic data of the respondents. The second section analyses the prevalence of use of social media among married respondents in Lang’ata Constituency. The third section analyses the marital problems arising from the use of social media by married individuals in Lang’ata Constituency. The fourth section analyses the relationship between social media use and the success of marriages in Langata Constituency. The last section analyses the strategies that married individuals can adopt to keep their marriages stable in the midst of social media usage.

4.2 Descriptive Statistics of Demographic Data

This section presents the findings on respondents’ demographic data such as age group, religion, level of education, age of respondent at marriage, age of spouse at marriage, number of years in marriage and type of marriage.

4.2.1 Age of respondents

The distribution of respondents by age group is shown in Figure 4.1. The figure shows that majority (42%) of the respondents were below 30 years of age and 41% of the respondents were aged between 30-39 years. The Figure further shows that 12% of the respondents were in the age group of 40-49 years and 5% of the respondents were 50
years old or above. Therefore, majority of the respondents were relatively young married individuals.

Figure 4.1 Distribution of Respondents by Age

4.2.2 Religion of respondents

Respondents were asked to indicate their religious affiliations. Figure 4.2 shows that Christians were the majority at 61% while Muslims accounted for 25%. Other religions were represented by 24% of the respondents. Thus Christianity was the predominant religion professed by respondents. This agrees with Kenya Demographic and Health Survey 2008-09 which report that Christians are the majority in Kenya (Kenya National Bureau of Statistics, 2010).
4.2.3 Level of education of respondents

The study sought to establish respondents’ highest level of education. Figure 4.3 shows that 39% of the respondents attained middle level college education whereas 37% of the respondents were university graduates. Ten percent and 14% of the respondents attained primary and secondary level of education, respectively. Therefore, majority of the respondents attained postsecondary education, suggesting that married individuals in the constituency were relatively highly educated. This concurs with the observation by Sally, Tony and Valerie (2010) who associated the middle class with high levels of education which is a definitive characteristic of the middle income group.
4.2.4 Age of respondent at marriage

The distribution of respondents by age at marriage is shown in Figure 4.4. The figure shows that 75% of the respondents got married while they were less than 30 years of age, 23% of the respondents got married between the age of 30 and 39 years and 2% of the respondents got married while they were 50 years old or above. Therefore, majority of the respondents were aged under 30 years at the time they got married. This concurs with the median age at first marriage which, according to the Kenya Demographic and Health Survey 2008-09, was below the age of 30 years even after considering level of education (Kenya National Bureau of Statistics, 2010).
4.2.5 Age of spouse at marriage

Respondents were also asked to indicate the age of their spouse at marriage. Figure 4.5 shows that 81% of the respondents said the age of their spouse at marriage was less than 30 years, 17% of the respondents said the age of their spouse at marriage was between 30 to 39 years. Only 2% of the respondents indicated that the age of their spouse at marriage was between 40 and 49 years. Therefore, majority of the respondents indicated that the age of their spouse at marriage was below 30 years. This implies that there were small age gaps at marriage between the respondents and their spouses.
4.2.6 *Number of years in marriage*

The study sought to how long respondents had been married. Figure 4.6 shows that 56% of the respondents had been in their marriage for less than 5 years, 32% of the respondents had been married for between 5 to 10 years and 12% of the respondents had been married for more than 10 years. Therefore, majority of the respondents had been married for less than 5 years. This implies that respondents were in marriages which were still young.

Figure 4.5 Distribution of respondents by age of spouse at marriage
4.2.7 Type of marriage

The distribution of respondents by type of marriage is shown in figure 4.8. The figure shows that Christian marriage were the majority at 45% followed by Islamic marriage (22%) and customary marriage (22%). Eight percent of the respondents were in Hindu marriage while another 8% of the respondents were cohabiting.

Figure 4.6 Distribution of respondents by number of years in marriage

Figure 4.7 Distribution of respondents by type of at marriage
4.3 Prevalence of Social Media Use among Married Individuals in Lang’ata Constituency

This section analyzes the type of social media used, frequency and duration, use patterns such as time of day and place when social media is mostly used.

4.3.1 Distribution of respondents by type of social media used

The distribution of respondents by type of social networking site used is shown in Figure 4.8. The figure shows that 95% of the respondents had Facebook Account, followed by Twitter (78%), Instagram (70%) and LinkedIn (53%). Forty percent of the respondents also used Google+, 33% of the respondents had account with MySpace, 7% of the respondents had an account with Fliker, 5% had Bebo account and 3% of the respondents had other SNS types. No respondent had an account with Friendster. Therefore, majority of the respondents had a Facebook account. This agrees with the observation that Facebook is the most popular SNSs in the world (Cravens & Whiting, 2014).

![Figure 4.8 Distribution of Respondents by SNS](image-url)
4.3.2 *Distribution of respondents by social media most frequently used*

Respondents were asked to indicate the networking site they used most often. Figure 4.9 shows that Facebook was once again the most often visited SNS at 39%, followed by Instagram (32%), Twitter (12%), LinkedIn (7%), Myspace (5%), Google+ (3%) and Bebo (2%). This agrees with the findings of a study by Saleh and Mukhtar (2015) which found that Facebook is the most frequently used social network site.

![Figure 4.9 Distribution of Respondents by SNS most often used](image)

4.3.3 *Distribution of respondents by frequency of social media visits*

The study sought to establish how often respondent visited social networking site. Figure 4.10 shows the distribution by gender. The figure indicates that female respondents visited SNS more often compared to their male counterparts. Specifically, 70% of female respondents visited SNS four times or more compared to their male counterparts of whom 45% visited SNS four times or more. This agrees with the findings of Saleh and Mukhtar (2015) which established that more women were into social media compared to men.
4.3.4 Distribution of respondents by time spent on social media per visit

The study sought to establish the duration of time respondent spent on SNS per visit. Figure 4.11 compares male versus female use patterns. The figure shows that female respondents spent much more time per visit compared to their male counterparts. Sixty four percent of female respondents spent more than 30 minutes on SNS per visit, compared to 34% of male respondents. The finding agrees with a study by Kimbrough, Guadagno, Muscanell and Dill (2013) which suggested that women, relative to men, spent more time on social media and reported greater usage of social media compared to men.
4.3.5  Distribution of respondents by time of day they visited social media

Respondents were asked to indicate the time they usually visited SNS. Figure 4.12 shows that 72% of the respondents visited SNS any time, 17% of the respondents did so mostly in the evening and 11% of the respondents did so mostly in the morning. This suggests that SNS use was a spontaneous activity and majority of the respondents did not dedicate a specific time of day to SNS.
4.3.6 Place at which respondent mostly visited social media

The study sought to establish the place at which respondents mostly visited SNS. According to Figure 4.13, 75% of the respondents mostly visited SNS while at home while 25% of the respondents did so while away from home. Therefore, majority of the respondents visited SNS while at home. This potentially consumed the quality time that the individuals should have with their spouse and families while at home.

![Figure 4.13 Place respondents mostly visited SNS](image)

4.3.7 Reason for visiting social media

Respondents were asked to indicate what they mostly use SNS for. Figure 4.14 shows that 48% of the respondents visited SNS to catch up with family, followed by 33% of the respondents who visited SNS to connect with old friends and lastly, 19% of the respondents did so to make new friends. Therefore, majority of the respondents visited SNS to catch up with family.
4.3.8 Posting of romantic information on social media

The study sought to establish whether respondents usually posted or had ever posted any romantic information such as special moments with their spouse or friend on the SNS. Seventy percent of the respondents posted romantic information with their spouse, 15% of the respondents did so but not with their spouse, while another 15% did not post any romantic information. Therefore, majority of the respondents posted romantic information with their spouse on social media. This potentially enhanced respondents’ feeling of commitment to the relationship which has an effect on stability of marriages. This agrees with Fox and Warber (2013) who found from an online survey investigating emerging adults’ experiences with Facebook and romantic relationships that posting of romantic information conveyed commitment.
4.3.9 Declaration of marital status on social media

The study sought to establish whether respondents declared their marital status in their SNS profile. Figure 4.16 shows that more female than male respondents declared in their SNS profile that they were married. The figure shows that 87% of the female respondents and 63% of male respondents declared their status as married. This further reinforces the commitment to the relationship as previously seen by Fox and Warber (2013).
4.3.10 Friend request between spouses

Respondents were asked whether their spouse had ever sent them a friend request on SNS. Figure 4.17 shows that 77% of the respondents had been asked for friend request by their spouse while 23% of the respondents had not. Therefore, majority of the respondents had been asked for friend request. This potentially signals need for accountability in the marriage by the marriage partners.

![Figure 4.17 Friend request between spouses](image)

With respect to how respondents reacted to the friend request from their spouse, figure 4.18 shows that majority (70%) of the respondents were excited about and accepted immediately. However, 16% of the respondents hesitated for a while but eventually accepted all the same, 9% of the respondents had neither accepted nor declined while 5% of the respondents declined friend request as they did not like the idea. This suggests that the respondents were generally fulfilled and happy in their marriages.
4.311 Need to check on spouse’s social media activities

The study sought to establish whether respondents ever checked or felt the need to check on their spouse’s social network to know whom they were friends with. Figure 4.19 shows that 81% of the respondents said “yes” whereas 19% of the respondents said “no”. 
Figure 4.20 further compares the respondents who had been married for less than 5 years with those who had been married for between 5 to 10 years or more with respect to whether they had ever checked or felt the need to check on their spouse’s social network to know whom they were friends with. The figure shows that the proportion of respondents who said yes was very high among those who had been married for less than 5 years compared to their counterparts who had been married for between 5 to 10 years or more. This implies that the need to check on spouse’s SNS activities was stronger among married individuals younger in their marriage than among married individuals who had been in the marriage for longer. This finding agrees with the empirical findings by Clayton et al. (2012) which showed that interpersonal electronic surveillance is more likely to occur in younger individuals who are in shorter or newer relationships.
4.4 Marital Problems arising from the use of Social Media by Married Individuals in Lang’ata Constituency

In this section, problems such as suspicion, jealousy and marital strain are analysed.

4.4.1 Correlation between social media use and marital problems

Spearman’s rank correlation coefficient was run to establish whether there was any statistically significant correlation between social media and marital problems between couples. Table 4.1 presents the results. The table shows that there was a statistically significant correlation between social media and feelings of suspicion ($r = .452, \ p < .05$), jealousy arousal ($r = .382, \ p < .05$), feelings of loneliness ($r = .268, \ p < .05$) and emotional distance ($r = .313, \ p < .05$). This implies that the more respondents’ spouse used social media, the more they felt suspicious, jealous, lonely and emotionally distant. This is consistent with Nitzburg and Farber (2013) who opine that social media can negatively affect a marriage by exacerbating users’ pre-existing difficulties with trust. It also agrees with previous research which showed that increased time spent on SNS is correlated with a decline in communication within the marriage (Pantic, 2014). Further, it is in agreement with the view that SNS exposes couples to jealousy-inducing information, which in turn compels them to search for more information on the SNS in question, which induces even more jealousy (Nitzburg & Farber, 2013). Since facebook was the most frequently visited SNS, the results are consistent with the findings of Clayton et al. (2012) which associated a high level of Facebook usage is with negative relationship outcomes.

The table further shows that there was a direct, although not statistically significant correlation between social media use and feelings of discomfort in the marriage ($r = .071, \ p > .05$), strain in the relationship ($r = .187, \ p > .05$) and concern by the spouse ($r = .243,
This implies that social media use was not associated with marital strain or feelings of discomfort in the marriage.

Table 4.1 Correlation between social media use and marital problems

<table>
<thead>
<tr>
<th>Spearman’s Rho</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Social media use</td>
<td>Correlation Coefficient</td>
</tr>
<tr>
<td>N</td>
<td>60</td>
</tr>
<tr>
<td>2. Spousal discomfort</td>
<td>Correlation Coefficient</td>
</tr>
<tr>
<td>N</td>
<td>58</td>
</tr>
<tr>
<td>3. Feelings of suspicion</td>
<td>Correlation Coefficient</td>
</tr>
<tr>
<td>N</td>
<td>60</td>
</tr>
<tr>
<td>4. Marital strain</td>
<td>Correlation Coefficient</td>
</tr>
<tr>
<td>N</td>
<td>60</td>
</tr>
<tr>
<td>5. Jealousy arousal</td>
<td>Correlation Coefficient</td>
</tr>
<tr>
<td>N</td>
<td>60</td>
</tr>
<tr>
<td>6. Concern</td>
<td>Correlation Coefficient</td>
</tr>
<tr>
<td>N</td>
<td>60</td>
</tr>
<tr>
<td>7. Loneliness</td>
<td>Correlation Coefficient</td>
</tr>
<tr>
<td>N</td>
<td>60</td>
</tr>
<tr>
<td>8. Emotional distance</td>
<td>Correlation Coefficient</td>
</tr>
<tr>
<td>N</td>
<td>60</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

4.4.2 The effect of social media on comfort in marriage

The opinion of the respondents was sought as to whether they felt comfortable with whatever their spouse was doing on social media. Table 4.2 shows that 32.8% of the respondents disagreed and a further 29.3% of the respondents strongly disagreed. However, 27.6% of the respondents agreed and 10.6% of the respondents strongly agreed.
Therefore, majority (62.1%) of the respondents did not feel comfortable with their spouse’s social media activities. This agrees with the findings of a study by Strickland (2014) which reported increased levels of discomfort and anxiety in the marriage as a result of social media use.

<table>
<thead>
<tr>
<th>Table 4.2 Comfort with spouse’s social media activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>Strongly disagree</td>
</tr>
<tr>
<td>Disagree</td>
</tr>
<tr>
<td>Agree</td>
</tr>
<tr>
<td>Strongly agree</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Source: Author (2016)</td>
</tr>
</tbody>
</table>

4.4.3 The effect of social media on feelings of suspicion

Respondents were asked whether their spouse’s usage of social media made them feel uneasy and suspicious. Table 4.3 shows that 54.2% and 3.4% of the respondents agreed and strongly agreed, respectively. However, 30.5% of the respondents disagreed and 11.9% of the respondents strongly disagreed. Therefore, majority (57.6%) of the respondents agreed that their spouse’s usage of social media made them feel suspicious. As hitherto seen, this finding agrees with the opinion of Nitzburg and Farber (2013) that social media can exacerbate users’ pre-existing difficulties with trust.
Table 4.3 Uneasiness and suspicion with spouse’s social media use

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
<td>7</td>
<td>11.9</td>
</tr>
<tr>
<td>Disagree</td>
<td>18</td>
<td>30.5</td>
</tr>
<tr>
<td>Agree</td>
<td>33</td>
<td>54.2</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>2</td>
<td>3.4</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Author (2016)

4.4.4 The effect of social media on marital strain

The views of the respondents were sought as to whether generally, their spouse’s use of social media was straining their marriage. Table 4.4 shows that 50.8% and 10.2% of the respondents disagreed and strongly disagreed, respectively. However, 33.9% of the respondents agreed and a further 5.1% of the respondents strongly agreed. Therefore, majority (61%) of the respondents disagreed that social media use by their spouse was straining their marriage. This implies that the use of social media did not put strain on the marriage of the respondents.

Table 4.4 Marital strain due to spouse’s use of social media

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
<td>6</td>
<td>10.2</td>
</tr>
<tr>
<td>Disagree</td>
<td>30</td>
<td>50.8</td>
</tr>
<tr>
<td>Agree</td>
<td>20</td>
<td>33.9</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>3</td>
<td>5.1</td>
</tr>
<tr>
<td>Total</td>
<td>59</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Author (2016)
4.4.5 *The effect of social media on feelings of loneliness*

Respondents were asked whether at times they felt quite lonely. Table 4.5 shows that 36.7% and 13.3% of the respondents agreed and strongly disagreed, respectively. However, 41.7% and 8.3% of the respondents agreed and strongly agreed, respectively. Therefore, respondents were split into half with respect to feelings of loneliness in their marriage with respect to spousal use of social media.

<table>
<thead>
<tr>
<th>Table 4.5 Feelings of loneliness due to spouse’s use of social media</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Frequency</strong></td>
</tr>
<tr>
<td>Strongly disagree</td>
</tr>
<tr>
<td>Disagree</td>
</tr>
<tr>
<td>Agree</td>
</tr>
<tr>
<td>Strongly agree</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Source: Author (2016)

4.4.6 *The effect of social media use on emotional distance in marriage*

The opinion of respondents was sought as to whether there was not enough closeness with their spouse due to social media use. Table 4.6 shows that 40% of the respondents disagreed and 18.3% of the respondents strongly disagreed. However, 35% and 6.7% of the respondents agreed and strongly agreed, respectively. Therefore, majority (58.3%) of the respondents disagreed with the statement that there was not enough closeness between them and their spouse. This implies that respondents generally felt close to their spouse irrespective of their social media use.
Table 4.6 Emotional distance in marriage due to spouse’s use of social media

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
<td>11</td>
</tr>
<tr>
<td>Disagree</td>
<td>24</td>
</tr>
<tr>
<td>Agree</td>
<td>21</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
</tr>
</tbody>
</table>

Source: Author (2016)

4.5 Relationship between social media usage and success of marriages in Lang’ata Constituency

The relationship between social media usage and marital success was tested using Spearman Correlation Coefficient technique as shown in table 4.7. The table shows there was a strong positive correlation between marital stability and marital satisfaction ($r=.631, p<.05$) but the relationship between social media use and either marital stability ($r=.631, p<.05$) or marital satisfaction ($r=.631, p<.05$) was not statistically significant. This suggests that the more respondents were satisfied with their marriages, the more their marriage became stable. However, that no statistically significant relationship was found between social media usage and marital success goes contrary to finding by Clayton (2014) which found that active SNS us among married individuals led to greater amounts of SNS related conflict among romantic partners, which in turn leads to unstable relationships. This difference may be explained by contextual disparity between the research by Clayton and the current study since the current study was undertaken in an African context where societal norms may play a role in the stability of marriages.
4.5.1 Marital stability

As a measure of marital stability, respondents were asked whether they ever wished they had not married. Table 4.8 shows that 33.3% of the respondents occasionally wished they had not married and 10% of the respondents frequently wished they had not married. However, 25% of the respondents rarely wished they had not married while 31.7% of the respondents never wished they had not married. Therefore, majority (56.7%) of the respondents rarely or never wished they had not married. This implies that the respondents had a regulated marital relationship which agrees with Gottman and Levenson (1992) whose findings from a four year period of study indicated that marriages of regulated couples were less likely to have considered divorce.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequently</td>
<td>6</td>
</tr>
<tr>
<td>Occasionally</td>
<td>20</td>
</tr>
<tr>
<td>Rarely</td>
<td>15</td>
</tr>
<tr>
<td>Never</td>
<td>19</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
</tr>
</tbody>
</table>

Source: Author (2016)
4.5.2 Marital satisfaction

Respondents’ rating of their level of satisfaction with their marriage is shown in table 4.9. The table shows that 53.3% of the respondents were somewhat happy with their marriage while 38.3% of the respondents were very happy. However, 6% and 1.7% of the respondents were rarely happy and never happy, respectively. Therefore, majority (53.3%) of the respondents were somewhat happy with their marriages.

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never happy</td>
<td>1</td>
<td>1.7</td>
</tr>
<tr>
<td>Rarely happy</td>
<td>4</td>
<td>6.7</td>
</tr>
<tr>
<td>Somewhat happy</td>
<td>32</td>
<td>53.3</td>
</tr>
<tr>
<td>Very happy</td>
<td>23</td>
<td>38.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>60</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Source: Author (2016)

4.5.3 Marital adjustment

Respondents were asked to rate the extent of agreement or disagreement between them and their spouse on 6 aspects of marital adjustment on a 6-point scale from always agree to always disagree. Table 4.10 ranks the items from the highest to the lowest mean score on marital adjustment. A mean score below 4.0 denotes distressed individuals while a score of 4.0 and above denotes non-distressed individual. The table shows that a mean score of 4.0 was established for all the dimensions of marital adjustment, suggesting that the individuals in the sample were well-adjusted in their marriage.
Table 4.10 Mean and Standard Deviation of Respondents’ Marital Adjustment

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std. Dev.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matters of recreation</td>
<td>4.00</td>
<td>1.562</td>
</tr>
<tr>
<td>Demonstration of affection</td>
<td>4.78</td>
<td>1.327</td>
</tr>
<tr>
<td>Friends</td>
<td>4.64</td>
<td>1.055</td>
</tr>
<tr>
<td>Sex relations</td>
<td>4.08</td>
<td>1.622</td>
</tr>
<tr>
<td>Conventionality (right, good or proper conduct)</td>
<td>5.10</td>
<td>1.029</td>
</tr>
<tr>
<td>Philosophy of life</td>
<td>5.32</td>
<td>1.041</td>
</tr>
</tbody>
</table>

Source: Author (2016)

Table 4.11 compares the overall marital adjustment score by gender. The table shows that married female respondents were more adjusted (M=4.707, SD= 0.7395) than their married male counterparts (M=4.324, SD=1.1252). This implies that female respondents were generally happier in their marriages than their male counterparts.

Table 4.11 Comparison of overall marital adjustment scores by gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marital adjustment</td>
<td>Male</td>
<td>30</td>
<td>4.324</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>30</td>
<td>4.707</td>
</tr>
</tbody>
</table>

Source: Author (2016)

4.5 Strategies adopted to keep marriage stable

This section analyzes the correlation between marital stability and strategies for marital success based on Gottman’s Sound Relationship House. Table 4.12 shows that there was a statistically significant correlation between marital stability and sound relationship house strategies such as: knowledge of spouse’s life dreams ($r=\cdot420, p<.05$), respect from spouse ($r=.415, r=.05$), feelings of love and care ($r=.325, p<.05$), enjoying discussions together ($r=.325, p<.05$) and attention to deepest feelings ($r=.343, p<.05$). These imply
that marital stability increased with more knowledge of spouse’s life dreams, respect, love and care, enjoyment of discussion together and attention to deepest feelings. This agrees with the sound relationship house strategies theorized by Gottman (n.d.) However, the relationship between marital stability and knowledge of spouse’s worries \((r=.204, p<.05)\) or shared interest \((r=.175, p>.05)\) was not statistically significant. This means that knowledge of spouse’s worries or sharing a lot of interest neither enhanced marital stability or escalated instability.

Table 4.12 Correlation between marital stability and sound relationship house strategies

<table>
<thead>
<tr>
<th>Spearman’s Rho</th>
<th>Correlation Coefficient</th>
<th>Sig. (2-tailed)</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Marital stability</td>
<td>1.000</td>
<td>.</td>
<td>60</td>
</tr>
<tr>
<td>2. Knowledge of spouse’s life dreams</td>
<td>.420**</td>
<td>.001</td>
<td>60</td>
</tr>
<tr>
<td>3. Knowledge of spouse’s worries</td>
<td>.204</td>
<td>.117</td>
<td>60</td>
</tr>
<tr>
<td>4. Respect from spouse</td>
<td>.415**</td>
<td>.001</td>
<td>60</td>
</tr>
<tr>
<td>5. Feelings of love and care</td>
<td>.325*</td>
<td>.011</td>
<td>60</td>
</tr>
<tr>
<td>6. Enjoying discussions together</td>
<td>.288*</td>
<td>.027</td>
<td>59</td>
</tr>
<tr>
<td>7. Shared interests</td>
<td>.175</td>
<td>.181</td>
<td>60</td>
</tr>
<tr>
<td>8. Attention to deepest feelings</td>
<td>.343**</td>
<td>.007</td>
<td>60</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).
Table 4.13 presents the descriptive statistics of the strategies adopted by respondents to keep their marriages stable. The table ranks the mean scores from highest to lowest on a 4-point scale from strongly agree to strongly disagree. The table shows that feelings of love and care was the top strategy (M=3.02; SD=0.624) followed by respect (M=2.80; SD=0.748), discussing things together (M=2.73; SD=0.806), knowledge of partner’s current worries (M=2.70; SD=0.766), recognition of spouse’s life dreams (r=2.53; SD=0.965) and shared interests (r=2.35; SD=0.732). The results suggest that respondents deployed a number of strategies for keeping their marriage stable in keeping with the Sound Relationship House elements theorized by Gottman (n.d).

Table 4.13 Respondents’ strategies for keeping the marriage stable

<table>
<thead>
<tr>
<th>Strategies for keeping marriages stable</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel loved and cared for</td>
<td>3.02</td>
<td>0.624</td>
</tr>
<tr>
<td>My partner really respects me</td>
<td>2.80</td>
<td>0.748</td>
</tr>
<tr>
<td>We really enjoy discussing things together</td>
<td>2.73</td>
<td>0.806</td>
</tr>
<tr>
<td>I know my partner’s current worries</td>
<td>2.70</td>
<td>0.766</td>
</tr>
<tr>
<td>I can tell you some of my spouse’s life dreams</td>
<td>2.53</td>
<td>0.965</td>
</tr>
<tr>
<td>We share a lot of interests in common</td>
<td>2.35</td>
<td>0.732</td>
</tr>
</tbody>
</table>

Source: Author (2016).

4.5.1 Respondents’ views on social media effect on marriages

The views of the respondents were sought with regards to whether social media enhance marriages or destroy them. Figure 4.21 shows that 31% of the respondents were of the view that it enhances marriages whereas another 31% of the respondents were of the contrary opinion, observing that social media destroys marriages. Another 25% of the respondents however held the view that it both enhances and destroys marriages. Thirteen percent of the respondents were of the opinion that social media has no effect on
marriages. Respondents who said it enhances marriages explained that it enables constant communication especially over long distances, connects spouses in remote areas and facilitates sharing of life moments through pictures that create memory. This agrees with the definition of social media which according to Minkel (2009), allow users to forge and nurture relationships with unprecedented ease and frequency. On the other hands, respondents who said that it destroys marriages expressed that it replaces quality time and most of past or old relationships tend to come back and may cause separation. This finding is consistent with the view that while social media may be beneficial in helping users keep in touch with others, its use can be detrimental to the marital institution (Clayton, 2014).

![Pie chart showing respondents' views on the effect of social media on marriages](chart.png)

Figure 4.21 Respondents’ views on the effect of social media on marriages
CHAPTER FIVE: SUMMARY OF FINDINGS, IMPLICATIONS, RECOMMENDATIONS, AREAS FOR FURTHER RESEARCH AND CONCLUSIONS

5.1 Summary of Findings

The purpose of the study was to determine the effect of social media on marital success in Langata Constituency, Nairobi, Kenya. In terms of prevalence of use among married individuals in the constituency, the top 3 leading SNS sites which respondents had account with are: Facebook (95%), Twitter (78%) and Instagram (70%). However, the most frequently visited SNS were Facebook (39%) and Instagram (32%). In terms of gender, 70% of female respondents visited SNS four times or more compared to their male counterparts of whom 45% visited SNS four times or more. Similarly, 64% of female respondents spent more than 30 minutes on SNS per visit, compared to 34% of male respondents. Seventy five percent of the respondents mostly visited SNS while at home. Majority (48%) of the respondents visited SNS to catch up with family. Seventy percent of the respondents posted romantic information with their spouse, and 87% of the female respondents and 63% of male respondents declared their status as married. Further, 77% of the respondents had been asked for friend request by their spouse and of these, 70% were excited about it and accepted immediately.

Concerning marital problems arising from the use of social media by married individuals in Lang’ata Constituency, there was a statistically significant correlation between social media and feelings of suspicion \((r=0.452, p<0.05)\), jealousy arousal \((r=0.382, p<0.05)\), feelings of loneliness \((r=0.268, p<0.05)\) and emotional distance \((r=0.313, p<0.05)\). Majority (62.1%) of the respondents did not feel comfortable with their spouse’s social media activities and majority (57.6%) of the respondents agreed that their spouse’s usage of
social media made them feel suspicious. However, majority (61%) of the respondents disagreed that social media use by their spouse was straining their marriage.

With regards to the relationship between social media usage and the success of marriages in Lang’ata Constituency, there was a strong positive correlation between marital stability and marital satisfaction ($r=.631, p<.05$) but the relationship between social media use and either marital stability ($r=.631, p<.05$) or marital satisfaction ($r=.631, p<.05$) was not statistically significant. Generally, majority (56.7%) of the respondents rarely or never wished they had not married. Majority (53.3%) of the respondents were somewhat happy with their marriages.

In terms the strategies that married individuals in Langa’ata Constituency deployed to keep their marriages stable in the midst of social media use, there was a statistically significant correlation between marital stability and sound relationship house strategies such as: knowledge of spouse’s life dreams ($r=.420, p<.05$), respect from spouse ($r=.415, r=.05$), feelings of love and care ($r=.325, p<.05$), enjoying discussions together ($r=.325, p<.05$) and attention to deepest feelings ($r=.343, p<.05$).

5.2 Implications

Social media use is prevalent among married individuals in Langata Constituency, with Facebook being the most popular SNS and the most frequently visited. Gender differences exist with respect social media use among married individuals. Females both visited SNS more and spent more time per visit compared to their male counterparts. However, both gender usually visited SNS while at home and consumed 30 minutes or more on social media. The implication of this is that the quality time that married individuals should have spent with their spouse and family is reduced.
Social media use is associated with a number of marital problems. The more married individuals used social media, the more feelings of jealousy, uneasiness and suspicion was aroused. Also, the more time married individuals spent on social media, the more their partners felt lonely and emotionally distant. As a consequence, trust, which is a key pillar of marital success is eroded as distrust and anxiety about the marriage sets in. This is especially true of young individuals who have only been married for a few years.

Marital satisfaction and marital stability go hand in hand. However, there is no direct relationship between social media use and marital success or failure. It all depends on the level of marital adjustment of the married individuals. Well-adjusted couples agree on matters of recreation, demonstration of affection, friends, sex relations, proper conduct and philosophy of life. This implies that compatibility and flexibility between the couples is paramount.

There also exists a direct relationship between marital stability and most of the elements of the Sound Relationship House. Specifically, marital stability increases the more individuals in the marriage feel respected, loved and cared for, enjoy discussions together and get attention to their deepest feelings as well as perceive that their life’s dreams are acknowledge. Depending on the degree to which these strategies are practiced, social media either contribute to enhancement of marital success or precipitates its destruction.
5.3 Areas for Further Research

This study identifies two areas for further research. Firstly, a similar study should be replicated in other regions to confirm or refute the findings of this study. Such a study should control for factors such as gender, age, personality and level of education to determine whether these factors intervene in the relationship between social media use and marital success. Another area that should be the focus of further research is the influence of social media on the success of long-distance marriages. This would shed more light on the key success factors for managing long distance relationships since this area was outside the scope of this study.

5.4 Conclusions

Social media is here to stay, and its prevalence among married individuals is testimony of this fact. However, it is a double-edged sword that should carefully be utilized by married individuals. It acts as a catalyst, enhancing the marital success of those who are well adjusted in their marriage and those who deploy sound relationship house strategies while on the other hand, it escalates the failure of marriages not built on trust and commitment. Young individuals, and couples who are still young in their marriages should especially be vigilant of behaviours that erode trust and arouse jealousy and suspicion. A common understanding of proper conduct should be fostered with respect to matters of recreation, demonstration of affection, friends and sex relations as they relate to each other’s use of social media. In addition, unless separated by distance, married individuals should not spend time on social media at the expense of quality time with their spouse.
REFERENCES


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Tokunaga, R. S. (2011). Friend me or you’ll strain us: understanding negative events that occur over social networking sites. *Cyberpsychology, Behavior and Social Networking, 14*(7), 425-432.


APPENDICES

Appendix A: Informed Consent Form

Introduction

My name is June Kimeto. I am a post-graduate student conducting research for the award of a Masters Degree in Marriage and Family Therapy at Pan Africa Christian University.

Purpose of the Study: The purpose of the study is to determine the effect of social media on marital success in Langata Constituency, Kenya.

Confidentiality: To enhance your confidentiality, all the information you write in the questionnaire is strictly confidential and will be used for the purpose of this research study only. Please do not reveal your name or identity anywhere on the instrument.

Statement of Informed Consent: I understand that participation in this study is voluntary and that I am free to withdraw my consent to participate in this study at any time. Refusal to participate or withdrawal will involve no penalty or benefits. I have been given the opportunity to ask questions about the research, and I have received answers concerning the areas that I do not understand. I willingly consent to participate in this research.

Signature of Respondent ___________________________ Date ____________
Appendix B: Questionnaire

SECTION A: GENERAL INFORMATION
Please fill in your answers in the spaces provided.

1. Gender:
   Male ☐  Female ☐

2. Age group:
   <30 years ☐
   30 - 39 years ☐
   40 – 49 years ☐
   50 And above ☐

3. Religion:
   Christian ☐  Muslim ☐  None ☐  Other (Please specify)______________

4. Highest level of education? (Tick one)
   Primary education ☐
   Secondary education ☐
   Middle level college ☐
   University education ☐

5. How old were you when you got married?
   <30 years ☐
   30 - 39 years ☐
   40 – 49 years ☐
   50 and above ☐
6. How old was your partner when you got married?

- <30 years
- 30 - 39 years
- 40 - 49 years
- 50 and above

7. For how long have you been married?

- <5 years
- 5 to 10 years
- >10 years

8. Which of the following best describes your type of marriage? (Please tick one only)

- Customary marriage
- Christian marriage
- Civil marriage
- Islamic marriage
- Hindu marriage
- Common law (cohabiting)

SECTION B: SOCIAL MEDIA USAGE

9. Do you use any of the following social networking sites? (Please tick all that apply):

- Facebook
- Twitter
- LinkedIn
- Bebo
- Flickr
- Friendster
- Google+
- Instagram
- Myspace
- Other (Please specify) ________________

10. Which of the networking sites in (9) do you use most often? (Please tick ONE only)

- Facebook
- Twitter
- LinkedIn
- Bebo
- Myspace
- Flickr
- Friendster
- Google+
- Instagram
11. How often do you visit social networking sites?
   - Daily  
   - Occasionally  

12. How frequent do you visit social networking sites in a day?
   - Once a day  
   - Twice a day  
   - Thrice a day  
   - Four times +  

13. On average, how much time do you spend on social media per visit?
   - Less than 5 minutes  
   - 5 to 15 minutes  
   - 16 to 30 minutes  
   - More than 30 mins  

14. What time of day do you usually visit social networking site?
   - Any time  
   - Mostly in the morning  
   - Mostly in the evening  

15. While at which place do you mostly usually visit SNS?
   - While at home  
   - While away from home  

SECTION C: SOCIAL MEDIA USAGE AND MARITAL RELATIONSHIP

16. What do you mostly use social networking sites for? (Please tick ONE only)
   - To connect with old friends  
   - To make new friends  
   - To catch up with family  

17. Do you usually post, or have you ever posted any romantic information such as special moments with your spouse or friend on the SNS?
   - Yes, with spouse  
   - Yes, but not with spouse  
   - No  

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18. Have you declared your status in your profile that you are married?
   Yes ☐   No ☐

19. Has your spouse ever sent you a friend request on social media?
   Yes ☐   No ☐

20. If Yes, to Q19 above, what was your immediate reaction?
   I was excited about it and accepted immediately ☐
   I hesitated for a while but eventually accepted all the same ☐
   I have neither accepted nor declined to date ☐
   I declined the friend request as I didn’t like the idea ☐

21. Have you ever checked, or felt the need to check on your spouse’s social network to know whom s/he is friends with?
   Yes ☐   No ☐

22. Please indicate whether you agree or disagree with the following statements:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I often feel comfortable with whatever my spouse is doing on social media</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>My spouse’s usage of social media make me feel uneasy and suspicious</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Generally, my spouse’s use of social media is straining our marriage</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I often feel jealous whenever my spouse is chatting on social media with friends of the opposite sex</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I don’t care whatever my spouse does on social media</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SECTION C: MARITAL SUCCESS

23. Please indicate whether you agree or disagree with the following statements:

<table>
<thead>
<tr>
<th>Matters of recreation</th>
<th>Always agree</th>
<th>Almost always agree</th>
<th>Occasionally disagree</th>
<th>Frequently disagree</th>
<th>Almost always disagree</th>
<th>Always disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstration of affection</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friends</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sex relations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conventionality (right, good or proper conduct)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Philosophy of life</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

24. Do you ever wish you had not married?

- Frequently
- Occasionally
- Rarely
- Never

25. Generally, please rate your level of satisfaction with your marriage?

- Very happy
- Somewhat happy
- Rarely happy
- Never happy
SECTION D: STRATEGIES ADOPTED TO KEEP MARRIAGE STABLE

26. Please indicate whether you agree or disagree with the following statements:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I can tell you some of my spouse’s life dreams</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I know my partner’s current worries</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>My partner really respects me</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I feel loved and cared for</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>We really enjoy discussing things together</td>
<td></td>
<td></td>
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<tr>
<td>We share a lot of interests in common</td>
<td></td>
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<tr>
<td>At times I feel quite lonely</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>It is always hard for my deepest feelings to get attention</td>
<td></td>
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<tr>
<td>There is not enough closeness between us</td>
<td></td>
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<tr>
<td>I have adapted to a lot which is not a good idea</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

27. In your view, is social media enhancing marriages or destroying them? Please explain?

_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________

**THANK YOU FOR YOUR TIME AND COOPERATION**
Appendix C: Research Budget

<table>
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<tr>
<th>Item</th>
<th>Amount (Ksh)</th>
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<td>Stationery, printing and photocopying</td>
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<tr>
<td>Transport and communication</td>
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</tr>
<tr>
<td>Binding</td>
<td>10,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
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<td></td>
<td>50,000</td>
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</table>
### Appendix D: Study Schedule and Timelines

<table>
<thead>
<tr>
<th>Activity</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>Aug</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writing the research proposal</td>
<td></td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Proposal defense and corrections</td>
<td></td>
<td>✔</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pilot-testing and obtaining research permissions</td>
<td></td>
<td></td>
<td></td>
<td>✔</td>
<td></td>
<td></td>
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<tr>
<td>Data Collection</td>
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<td>✔</td>
<td></td>
<td></td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Data entry and analysis</td>
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<td></td>
<td></td>
<td></td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Report writing</td>
<td></td>
<td></td>
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<td>✔</td>
<td></td>
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</tr>
<tr>
<td>Final defense and corrections</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✔</td>
<td></td>
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