

**Relationship between Facebook Use and Marital Stability Among Married
Individuals in Embakasi West Constituency, Nairobi County, Kenya**

Nelly M. Ndivo

18/00668

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DECLARATION

I hereby declare that this thesis is the result of my original research work and has been written under the guidance and supervision of Dr. Catherine Mwarari, and Dr. Pius Muasa. All sources of information and data used in this thesis have been duly acknowledged and referenced. This work has not been submitted in part or in whole for any other academic qualification.

Nelly MwethyaNdivo18/00668

As university supervisors, we have given our approval for this research thesis to be presented for examination.

Date

Dr. Catherine Mwarari

Dr. Pius Muasa

Tangaza University

DEDICATION

I dedicate this work to my late mother, Phoebe Nthenya.

ABSTRACT

The institution of marriage has been one of the significant societal foundations. Marital stability among married individuals had become an area of attention in this age of social media. Thus, marital stability remains a solid foundation for married individuals and for raising children. However, there is still inadequate empirical research on the relationship between Facebook use and marital stability among married individuals. The study objectives were; to examine the levels of Facebook use among married individuals in Embakasi west constituency, to assess the levels of marital stability among married individuals in Embakasi west constituency, and to find out if there was a relationship between Facebook use and marital stability among married individuals in Embakasi west constituency. The study was anchored on Social Exchange Theory and Social Comparison Theory, which explained how individuals assess costs and rewards in relationships and how online comparisons shape perceptions of relationship satisfaction. A positivist research philosophy was adopted to ensure objectivity and quantifiable data collection. The study used a correlational survey design targeting married individuals aged 20–55 years. A sample of 300 respondents was selected using stratified random sampling to ensure representation across gender and age. Data was collected using structured questionnaires incorporating the Facebook Intensity Scale (FIS) to measure emotional involvement and frequency of use, and the ENRICH Marital Satisfaction (EMS) Scale to assess communication, satisfaction, conflict resolution, and emotional support. Data analysis was done using SPSS version 26, where descriptive statistics summarized Facebook use and marital stability levels, and inferential statistics examined the relationship between the two variables. The findings revealed that 64.0% of the respondents exhibited high levels of Facebook use, indicating that Facebook is deeply integrated into their daily routines and emotional lives. Regarding marital stability, 60.1% of the participants reported high stability, 27.6% moderate stability, and 12.3% low stability. The correlation analysis revealed a strong, positive, and statistically significant relationship between Facebook use and marital stability ($r = 0.612$, $p = 0.000$). This implies that when Facebook is used constructively—for instance, through positive interactions, respectful communication, and shared online activities—it can enhance marital satisfaction and strengthen emotional bonds. However, Facebook misuse, such as secrecy, monitoring a partner excessively, or engaging in flirtatious interactions, was found to erode trust and create relational tension. These findings align with studies by Kodzai (2015) and Clayton et al. (2013), which established that Facebook can both strengthen and weaken marriages depending on usage patterns. Similarly, Valenzuela et al. (2014) observed that healthy social media communication enhances relational closeness, while misuse fosters conflict. The study concludes that balanced and transparent Facebook use contributes to marital stability by improving communication and shared emotional experiences. It recommends that counsellors, educators, and policymakers promote awareness of healthy social media behaviors and integrate digital relationship literacy into marital counseling and educational programs.

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ABBREVIATIONS AND ACRONYMS

| | |
|-------------|----------------------------|
| CNN: | Cable News Network |
| CTs: | Communication Technologies |
| FB: | Facebook |
| SCT: | Social Comparison Theory |
| SET: | Social Exchange Theory |
| SNS: | Social Networks Sites |

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OPERATIONAL DEFINITION OF TERMS

Facebook Use Engagement and interaction of individuals with the social media platform. It includes activities such as creating a personal profile, connecting with friends and family, sharing content (text, photos, videos), commenting on posts, liking or reacting to posts, joining groups, and participating in discussions.

Married Individuals These are Persons who have legally entered into a marriage or a formal union recognized by law. Civil, Christian, Islamic Hindu, and under customary law. They have made a commitment to a long-term partnership, and have undergone a formal or traditional marriage ceremony, or obtained legal documentation to validate their marital status.

Marital Stability It refers to married individuals or couples who remain together in marriage without separating or divorcing, and are able to work through life together. This is enhanced by commitment, effective communication, trust, and are able to resolve conflicts amicably.

OPERATIONALIZATION OF CONCEPTUAL VARIABLES

Facebook Use: The concept Facebook Use in this study will be used to refer to the interactions and engagements persons have on Social Networks Sites. In this study a Facebook Intensity scale with a 23 item Likert scale developed by Nicole b. Ellison (2007) will be used to measure pointers of levels of Facebook Use. This scale will measure five distinct areas of Facebook use, marital conflict, time spent on Facebook, decreased marital satisfaction, distrust, and jealousy.

Marital Stability: Refers to a union in which married individuals or couples remain together in matrimonial union without separating or divorcing. and it is characterized by mutual understanding, shared time, commitment, and effective communication. shared responsibilities. It implies not only the longevity of the marital relationship but also the partners' continued contentment and commitment to working through life's challenges together. Marital stability and marital satisfaction are related, with satisfaction often being the driver of marital stability. In this study a marital stability: scale with a 15 item Likert scale developed by Mark Travers (2023) will be used to measure indicators of marital stability among married individuals. This scale will measure four areas of stability, communication, trust, intimacy, and time spent together.

Facebook Intensity Scale

Introduction:

The Facebook Intensity Scale is considered to measure the degree of emotional connection, engagement, and the perceived importance of Facebook in a person's social life. It evaluates how integral Facebook is to the respondent's daily interactions, communication patterns, and sense of belonging within their social network. Respondents are required to indicate their level of agreement with statements related to Facebook use and attachment using the following scale:

Strongly Disagree: The respondent has no emotional connection or engagement with Facebook, finding it unimportant to their social life.

Disagree: The respondent feels minimal engagement with Facebook, viewing it as less significant in their daily interactions.

Undecided: The respondent is unsure about their level of engagement with Facebook, neither strongly agreeing nor disagreeing with its importance in their life.

Agree: The respondent shows a considerable level of engagement and emotional connection with Facebook, considering it a meaningful part of their social interactions.

Strongly Agree: The respondent has a strong emotional connection and high engagement with Facebook, viewing it as essential to their social life and relationships.

ENRICH Marital Satisfaction (EMS) Scale

Introduction:

The ENRICH Marital Satisfaction (EMS) Scale is used to assess the level of satisfaction and emotional fulfillment experienced by individuals in their marital relationships. It measures aspects such as emotional intimacy, communication quality, trust, conflict

resolution, and overall happiness in marriage. Respondents indicate their agreement with statements reflecting their marital experiences using the following scale:

Strongly Disagree: The respondent feels very dissatisfied in their marriage, experiencing significant issues that negatively impact their relationship.

Disagree: The respondent has concerns about their marital satisfaction but may find a few positive aspects in the relationship.

Undecided: The respondent is ambivalent about their marital satisfaction, recognizing both positive and negative aspects without a clear preference.

Agree: The respondent generally feels satisfied in their marriage, appreciating the relationship's positive attributes while acknowledging some minor issues.

Strongly Agree: The respondent feels very satisfied in their marriage, experiencing strong emotional support and connection, with minimal concerns affecting their relationship.

CHAPTER ONE: INTRODUCTION

1.1 Introduction

The chapter presents the background of the study, statement of the problem, purpose of the study, General and specific objectives, the research questions, significance of the study, scope and delimitations, Operations and definitions of terms, assumptions, and its summary are all presented in the chapter.

1.2 Background of the Study

Human beings across all generations have continuously developed ways of communicating to express feelings, ideas, and thoughts through both verbal and non-verbal cues (Servaes, 2022). The history of human communication can be traced back to biblical times when God communicated with Adam and Eve in the Garden of Eden (Genesis 3:8–13). Communication remains an essential element of human interaction and social bonding. However, with the emergence and rapid development of technology, traditional face-to-face mode of communication had significantly evolved. Mobile technology and internet-based communication have transformed interpersonal interactions, replacing physical conversations with virtual engagement (Harankhedkar, 2011). Societies face-to-face interaction have been altered by the speedy development in technology. Thus, technologies advancement with its rapid evolution and increased popularity, had altered people's face-to-face interaction.

Among numerous technological innovations, Facebook stands out as one of the most influential platforms in reshaping human relationships. Facebook allows individuals to connect easily with friends, family, and acquaintances globally, fostering social belonging and information exchange (Grieve, 2013). While it has enhanced connectivity, it has also introduced relational challenges, including issues of trust, jealousy, and infidelity. Cacioppo et al. (2013) observed that

although some people have found love and companionship through Facebook, others have experienced conflict, misunderstandings, and separation as a result of excessive or inappropriate Facebook use. The increasing reliance on internet-based technologies (ICTs) and mobile devices has become a defining feature of modern relationships. Dutton and Blank (2013) reported that 83% of Britons use the internet, and 91% of households own a smartphone, underscoring the pervasive nature of digital communication.

Despite these trends, there remain a notable research gap to understand the specific relationship between Facebook use and marital stability within the Kenyan context, particularly among urban populations such as those in Embakasi West Constituency. Most existing studies have been conducted in Western societies (e.g., the UK, USA, and Europe), focusing on general social media use rather than localized, culturally influenced patterns of interaction. Theoretically, prior studies have not sufficiently integrated Social Exchange Theory and Social Comparison Theory to explain how online interactions shape perceptions of marital stability, emotional fulfillment, and trust among married individuals. Empirically, few studies in Kenya have examined how Facebook's emotional engagement features such as provocative comments on social media posts—could affect marital stability, conflict resolution, or communication patterns.

In 2009 Facebook had grown, to become number one Social Networking sites (SNS) globally. According to Curras-Perez (2013), revealed that, the reason Facebook became so popular was because many people were able to add their personal status. Facebook also came with prestigious feeling that one was able to connect with numerous people across the globe. This reason was viewed as one of the reasons that greatly shaped the positive attitude towards the popularity of Facebook social network. Scholars such as Abraham and Sato (2019) recognized that Facebook was a widely popular social media platform with a significant global user base.

According to Abu and Ismail (2022), Facebook's popularity was gauged by the number of active users, which stood at approximately 2.934 billion worldwide. Additionally, FB had the highest number of users compared to other internet sites such as WhatsApp, Instagram, and Twitter(X). This showed that Facebook was more widespread than other platforms. Many people were using it, for it provided them with opportunities to create relationships near and far, share content, and communicate (Woo & Lee, 2017).

Concerns emerged regarding addiction to social media and the potential lack of privacy for users' information (Jeong & Kim, 2017). Facebook's company website (2016) priority was to let more people to share and make the world open and connected to Facebook. Lee (2021) found a significant negative correlation between marital stability and divorce rates in the United States, with a correlation coefficient of $r = -0.45$, indicating that as marital stability decreased, divorce rates tended to increase. Furthermore, Lee emphasized concerns on the impact of social networking sites (SNSs) like Facebook, observing that addiction to social media was on the increase, and users' privacy was often at jeopardy due to inadequate information on security measures on these platforms

Emergency of Facebook and its fast spread globally, had profits that came with it, such as people getting information instantly, emotional and social needs being met, and even connecting with old friends. This was supported by a study conducted in the United States by Thompson and Vogelstein (2018). This study posited that, social media communication among married individuals made them feel closer to each other, because they were able to communicate even when they were in different locations.

Facebook has negatively contributed to breakups on peoples' communication, which included breakups of married individuals in United States (Arikewuyo, 2019), this meant that, despite the

many positives that had come with Facebook social networks, it also created disharmony among married individuals. Facebook had been linked to unstable marriages and breakups as a result of envy, lack of trust, and virtual infidelity (Mahoney,2021). Williams (2019), affirmed that Facebook was initially created as a means of communication and sharing experiences, such as to provide support and advice. Still, Facebook was used to share breakups and divorces that occurred in marriages.

Fox and Warber (2013) conducted a study on the role of Social Networking Sites (SNSs) in romantic relationships, particularly focusing on communication patterns. The findings showed that both men and women had developed the capacity to openly assert their relationship status by linking their profiles to a romantic partner, a trend known as going "Facebook Official." This demonstrated the effect of technologies an example, Facebook, WhatsApp, and other social networking sites on romantic and marital relationships.

Vinerean and Opreana (2021) found that Facebook had approximately 2.8 billion monthly active users globally, acting as a tool for connecting people. Facebook was accused of contributing to the collapse of many of marriages. Shah (2016) supported this by revealing that in Pakistan, increased smartphone uses negatively affected relationships on moral, social, and emotional levels. This study also revealed that the growing use of smartphones contributed to higher divorce rates, largely due to a decline in trust and increased engagement in virtual extramarital affairs.

Boss *et, al*, (2024) posited that one out of every five separations in the US could have been caused by Facebook, revealed Gardner (2013), who cited proof from material obtained from legal services and the mainstream press. Internet use that included Facebook had been related to marital infidelity, with 20% of divorce cases stemming from adultery connected to social media use. There is extreme leisure on time spent on the Facebook, while neglecting family responsibilities and

connecting with friends and romantic partners was seen as a leading cause of virtual infidelity or escaping from unstable relationships.

Clayton et al. (2018) research on in the United States and the United Kingdom found that Facebook played a significant role in destabilizing marriages. These researchers revealed that the platform was linked to increased cases of unfaithfulness, jealousy, and communication breakdowns among couples. Particularly, that Facebook permitted openings for secretive behavior, which often led to suspicions of extramarital affairs.

Valenzuela et al. (2020) further supported these findings in the U.S., reporting that frequent Facebook use was associated with higher levels of marital dissatisfaction. The dissatisfaction stemmed from emotional detachment and growing trust issues in relationships, as partners spent more time on social media than engaging in meaningful communication with each other. A study conducted in the United Kingdom by Perrin and Anderson (2019) found that Facebook was frequently cited as a contributing factor in divorce cases, indicating its role in exacerbating marital conflict. The research revealed how social media led to misunderstandings and jealousy among partners.

In the United States, a study was conducted by Hertlein and Chan (2020), it examined the positive aspects of Facebook, particularly its impact on long-distance marriages. The research revealed that social networks platforms such as Facebook played a central role in enabling communication among couples who were separated by geographical barriers. These platforms support in strengthen relationships and foster emotional closeness. Findings showed the dual nature of Facebook in marital dynamics, signifying that while it could contribute to conflict, it also served as a valued tool for sustaining connections. The complexity emphasized the need to

understand the good and bad impacts of Facebook on modern relationships, in the context of long-distance relationships.

In Africa, marital stability was also being challenged by the increasing use of Facebook (Rudwick, 2019). Nigeria and South Africa reported rising levels of marital discord linked to social media interactions (Adegoke & Esere, 2020; Posel & Rudwick, 2019). Facebook use in Nigeria was cited as a key influence in growing mistrust and infidelity among married couples, particularly in urban areas where internet infiltration was higher.

In South Africa, younger couples were considered susceptible to the negative effects of Facebook, with many citing the platform as a source of tension and arguments within marriages (Posel & Rudwick, 2019). Conversely, in more traditional societies like Tanzania and Uganda, where Facebook usage was lower, marital stability was less affected by social media, though the growing adoption of these platforms was raising concerns about future impacts on relationships (Mugisha & Odiwuor, 2018).

A survey conducted by Mutanana (2016) in Zimbabwe revealed that 90% of respondents reported that internet use in households led to miscommunication, with 50% noting that Facebook use contributed to the breakdown of family connections. According to Tapia and Gruber (2022) acknowledged that obtaining region-specific statistics on marital stability, especially in regions like Asia, the Middle East, and Africa, could be looked through the context of their strong cultural norms and societal expectations. Marital stability rate in these regions varied significantly based on religious beliefs, societal norms, and economic conditions. However, a study done in Lagos, Nigeria, by Saleh and Mukhtar (2015) found that while Facebook usage was on the rise, its infiltration remained lower as compared to North America and Europe, where internet access was more widespread.

In East Africa, Kenya emerged as the leading country in Facebook usage, as highlighted by Ozad and Uygurer (2019). This trend was further supported by Kamwaria et al. (2015), who noted that improved internet availability and connectivity over the past decade significantly boosted Facebook engagement in Kenya. In February 15, 2022, Kenya had 9.95 million Facebook users, as reported by Digital 2022, Nairobi, (capital city of Kenya). Kenya had the most active Facebook users among East African countries (Portland, 2019).

According to Omoro (2018), modernity, development, and shifting social standards had all contributed to Kenya's changing marital dynamics over a period of time. Though traditional values, and cultural practices contributed major roles in shaping marital relationships in many parts of Kenya. Kenya Demographics and Healthcare Survey (2019) revealed that 7.4% of married women in Kenya between the ages of 15 and 49 were previously estranged. According to Sassler and Lichter (2020), Facebook usage and marital stability had drawn scrutiny from International, National, and Local viewpoints. A study done in Kenya by (Kimani,2021) revealed that marital stability had significantly been impacted by the rise in Facebook use, especially in urban areas. Omondi & Kimani, (2021) revealed that excessive time spent on social media was contributing to higher rates of marital conflict and divorce, with issues such as infidelity, jealousy, and communication breakdown being common.

Another study conducted in Kenya by Muturi and Kinyua (2019) revealed that 65% of couples reported that Facebook made it easier to engage in inappropriate relationships, while 72% stated that the platform facilitated in reconnecting with former partners, 58% of participants revealed that they spent less time interacting with their spouses due to disruptions from social media. The findings highlighted the negative impact of Facebook on marital relationships, stressing on the platform's role in fostering emotional detachment and increasing the likelihood

of infidelity among couples. A study by Kamau (2017) conducted in Kenya highlighted the emphasizes and the need for further exploration in the family area and its impact of social media dynamics A study conducted in Kenya by Pinto (2018) reveals that marital stability is a significant concern, and if not addressed, it can negatively impact social values. This emphasizes the importance of upholding healthy marital relationships to promote overall societal well-being. A study conducted by Mutiso (2020) found that by the end of December 2019, 1,108 people had filed divorce petitions in the area under study due to instability in marriages, January 2020, there were 95 cases, February, 145 cases all from Embakasi Constituency. These cases were filed to dissolve marriages in the Nairobi High court of Kenya. In Kilimani Division, Nairobi County, Kenya. Mwangi (2022) studied the extent of social media use on marriages of young, middle-class married people. The findings of that study, social media had a negative contribution on these married individuals' marriages.

The researcher's aim of conducting the study in Embakasi West Constituency Nairobi County was to get a better understanding on whether there was a relationship between Facebook use and marital stability among married individuals in Embakasi West Constituency, Nairobi County, Kenya. In context of the rapidly shifting world in terms of technology, there was need to find out whether Social Networking Sites in any way was contributing to marital instability in Embakasi West Constituency.

Facebook Usage had perceived Relationship Satisfaction among Married Individuals in United Kingdom. The studies showed that, there was a relationship between Facebook use and marital stability among married individuals, which contributed to the high number of divorces and separations. Though, there were no available studies that had been done to investigate whether

there was a relationship between Facebook use and marital stability among married individuals in Embakasi West Constituency, Nairobi County, Kenya.

With the information, researcher sought to carry a study to find if there was a relationship between Facebook Use and marital stability among married individuals in Embakasi West Constituency, Nairobi County, Kenya. These findings were to be a support in creating awareness to married individuals and in improving marital stability in marriages and families for upcoming groups. Counseling interventions, marital education programs, and policy initiatives aimed at promoting healthy digital communication behaviors among couples. Thus, the study sought to fill both theoretical and practical study gaps through examining the relationship between Facebook use and marital stability among married individuals in Embakasi West Constituency.

1.3 Statement of the Problem

Studies have been done to establish whether there is relationship between Facebook use and marital stability among married individuals. A study conducted in the United States by Clayton et al. (2018) found that frequent Facebook use is associated with higher rates of marital dissatisfaction. A study conducted in the United Kingdom by Perrin and Anderson (2019) found that Facebook is frequently cited as a contributing factor in divorce cases, indicating its role in exacerbating marital conflict. Shah (2016) supported this by revealing that in Pakistan, increased smartphone use negatively affected relationships on moral, social, and emotional levels. This study further proposed that the growing use of smartphones contributed to higher divorce rates, mostly due to decline in trust and increased engagement in virtual extramarital affairs. In Nigeria, a study by Saleh and Mukhtar (2015) indicated that Facebook use negatively impacts marital relationships. Additionally, research done in South Africa by Tredoux et al. (2019) highlighted that Facebook usage leads to communication breakdowns among couples

Observations from Social Networking Sites on marital quality among married individuals, had indications that Facebook contributed negatively to marital cohesion, communication, and the quality of time spent together, resulting in spousal distress (Becker and Trautmann, 2019). The study was significant to fill the gap by investigating whether there is relationship between Facebook use and marital stability among married individuals in Embakasi West Constituency Nairobi County.

The research was to fill the existing knowledge gap and provide insights into the unique experiences of married individuals within Embakasi West Constituency. Findings of the study will be central for formulating informed strategies to enhance marital stability among married individuals and foster stable families.

1.4 Purpose of the Study

Purpose of the research was to determine the relationship between Facebook use and marital stability among married individuals in Embakasi West Constituency, Nairobi County, Kenya.

1.5 Objectives of the Study

The research was guided by the General objective

1.5.1 General Objective

This study aimed at finding out the relationship between Facebook use and marital stability among married individuals in Embakasi West Constituency, Nairobi County, Kenya.

1.5.2 Specific Objectives

The specific objectives of the study were:

- i. To examine the levels of Facebook use among married individuals Embakasi west constituency

- ii. To assess the levels of marital stability among married individuals in Embakasi west constituency
- iii. To find out if there is a relationship between Facebook use and marital stability among married individuals in Embakasi west constituency

1.6 Research Questions

- i. What is the level of Facebook use among married individuals in Embakasi west constituency?
- ii. What are the levels of marital stability among married individuals in Embakasi west Constituency?
- iii. What is the relationship between Facebook use and marital stability among married individuals in Embakasi west constituency?

1.7 Significance of the Study

Significance of a study refers to the importance of the research. The study was to benefit a number of individuals and groups. The findings provided empirical evidence on the relationship between Facebook use and marital stability among married individuals in Embakasi West Constituency, Nairobi County. These results helped to explain how different patterns of Facebook engagement influence marital satisfaction, trust, communication, and emotional connection between partners. This research's main purpose was to bridge the existing knowledge gap by offering insights into how social networking behaviors can shape marital outcomes within the Kenyan context.

Married Individuals

The findings revealed how various aspects of Facebook engagement such as frequency of use, nature of interactions, and level of self-disclosure affected the quality and stability of marital

relationships. The study showed certain online behaviors contributed to emotional distance, mistrust, or reduced communication between spouses. The findings also identified the patterns of Facebook use that were more closely associated with marital satisfaction, thereby enhancing understanding of how online interactions influenced marital cohesion among couples in Embakasi West Constituency.

Community Leaders

The study findings shed light on how Facebook use affected family relationships and social harmony within the community. The result findings aided identify digital behaviors that contributed to marital conflict, separation, or reduced family cohesion. This understanding provide can be used by the community and religious leaders with factual understandings into the social implications of social media use. The findings can also support future discussions aimed at strengthening family values and promoting stable marital relationships in an increasingly digital society.

Counselors

The findings enhance understanding of how social media engagement relates to emotional intimacy, trust, and communication in marriage. The study identified specific online behaviors that either strengthen or weaken marital bonds. Such evidence provides counselors with a better understanding of the digital dynamics influencing marital well-being. Furthermore, the findings were to be a reference for future research exploring the psychological and relational consequences of social media use among married individuals in Embakasi West Constituency.

1.8 Scope and Delimitation of the Study

The scope of the study referred to the parameters within which the research was conducted (Simon & Goes, 2013). The delimitation of the study defined the boundaries of the investigation

in terms of geographical location, target population, and inclusion criteria (Kothari, 2011). These parameters provided a clear framework and direction for the study.

The study considered three specific research objectives: one, the level of Facebook use among married individuals, two, the level of marital stability among married individuals, and three relationships between Facebook use and marital stability among married individuals in Embakasi West Constituency, Nairobi County. In addition, the study considered demographic factors such as gender, age, and religion, which influences both Facebook usage patterns and marital stability. Including these demographic characteristics allowed for a deeper understanding of how social media behavior interacts with individual and socio-cultural variables within marriage.

Delimitation of the study focused only on married individuals' residing in Embakasi West Constituency, excluding the ones who were divorced, separated, or widowed. Data were collected through structured questionnaires administered to participants drawn from the four wards of Embakasi West Constituency: Umoja I, Umoja II, Mowlem, and Kariobangi South. This study did not extend to individuals outside the constituency or to those not legally married. Furthermore, it did not address other potential influencing factors such as cultural norms, personality traits, or socio-economic status. These delimitations were essential in ensuring this study remained focused, practicable, and achievable with the available resources and time frame.

1.9 Assumptions of the Study

According to Creswell and Poth (2018), assumptions of a study represent the foundational beliefs or conditions accepted as true without verification, which guide the overall research process. This study was based on several underlying assumptions. It was assumed that all participants provided honest and accurate responses to the research instruments, thereby ensuring credibility and reliability data collected.

This study further assumed that participation was entirely voluntary, and that participants had the freedom to withdraw from the study at any stage should they choose not to continue. It was also presumed data collected were adequate to effectively answer the stated research objectives and questions. Additionally, the study assumed that participants willingly engaged in the research process without any expectation of monetary or material compensation, but rather out of genuine interest in contributing to the understanding of the relationship between Facebook use and marital stability.

1.10 Chapter Summary

This introduction chapter provided a background to the study by referencing literature on the relationship between Facebook use and marital stability among married individuals at global, regional, and national levels. It presented the statement of the problem and highlighted the existing research gap. The chapter outlined the importance of the study, defined its purpose, and stated the specific objectives. It also included the research questions, the significance of the study, the scope and delimitation, and the assumptions that guided the research. The next chapter focused on the literature review, theoretical framework, and other relevant information related to the study.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

The chapter focused on the theoretical literature review relevant to the study. The review mainly examined studies conducted by various scholars on Facebook use, marital stability, and the relationship between Facebook use and marital stability among married individuals. The chapter discussed the theoretical framework on which the study was grounded and reviewed previous studies to identify existing research gaps. Lastly, the chapter presented the conceptual framework of the study.

2.2 Theoretical Literature

According to Kerlinger and Lee (2000), a theory is defined as a "set of interrelated constructs, definitions, and propositions that present a systematic view of phenomena by specifying relations among variables, with the purpose of explaining or predicting phenomena" (p. 93). The research was guided by two theories. That is, social exchange theory and social comparison theory.

2.2.1 Social Exchange Theory

This theory was developed in the 1950's, and advanced to become huge in the field of study on social behavior. The theory has been extensively used to explain both the importance, and sociological assessments on relations with social networks (Blau 2017; Delamater & ward 2013; 1987 Homans 1961). The emergence and progression in Social Exchange theory was credited to the following scholars, John Thibaut, George Homans, Peter Blau, and Harold Kelley.

This theory is credited to sociological, economic and psychological perspectives that brought about the advancement of research on human behaviour. Development of SET allowed application of a quasi- economic type of analysis to social systems. The approaches of the theory construction and

analysis diverged among the four scholars, they shared the idea that behaviour in social groups is a form of exchange (Emerson, 2019).

This theory has a wide background which covers different disciplines, including management, psychology, and anthropology. This indicates that, it is not a single theory but, is better understood as a family of conceptual models (Cropanzano & Mitchell, 2005). Social Exchange Theory shares several common features, one of which is its examination of social life as a series of connections between two or more parties (Mitchell, Cropanzano, & Quisenberry, 2012).

Social Exchange theory (SET) describes elements of social behaviour in individuals. It also describes the strengthening apparatuses that lead to rewards or assistances and the properties that are used for exchange to support persons 'drive to get involved in communal communication. A prize can be defined as a result of relations having a positive meaning. A resource on the other hand is a characteristic that gives an individual the capacity to allow the prize, thus motivating individuals to get onto exchange relations. According to Foa and Foa (1980) resources represent, love status, money, information, and services,

Evaluation of standards by individuals for rewards and costs vary from individual to individual and change gradually. It is assumed that trust and commitment in exchange relationships emerge from individuals' experiences which helps to stabilize these relationships over the long term (Gaucher et al., 2021). The dynamics of interaction within relationships and their stability over time result from the opposing levels of attraction and dependence experienced by the participants (Graham et al., 2020). SET assesses relationships as an exchange of costs and benefits where individuals stay in a relationship as long as the rewards surpass the costs. This theory does not address how individuals evaluate themselves and compare their abilities and opinions to others.

Key assumptions of (SET) are, nature of individuals, and relationships that they get into. When an individual gets in a social relationship there is a reward the individual is seeking to get such as love, status, information or services. Trust and commitment in marital stability is significant and this theory posits that, out of the development of encounters help to stabilize relationships over time. Social exchange theory (SET) relates to this study in that; it talks about social relationships. One, when individuals engage there is what motivates the individual in the interaction. Two, the individual seeks for reward or benefit that emerge out of the interaction. This study focuses on finding out whether there is a relationship between Facebook use and marital stability among married individuals, and the theory talks on the nature of persons and their nature of relationships

2.2.2 Social Comparison Theory

The Social Comparison Theory (SCT) was developed by Leon Festinger in 1954. It posits that individuals possess an inherent tendency to evaluate their own opinions, emotions, and abilities through comparison with others, particularly when objective standards for self-assessment are unavailable. Through these comparisons, individuals are able to gauge their self-worth, understand their social standing, and develop a sense of identity within their social environment. Festinger (1954) argued that individuals are most likely to compare themselves with those who are similar in attributes or circumstances, as these comparisons provide a more meaningful frame of reference.

According to the theory, social comparison serves both cognitive and emotional functions. Cognitively, it enables individuals to make sense of their position relative to others, while emotionally, it influences their self-esteem and satisfaction. When discrepancies arise between the self and comparison targets, individuals may experience cognitive dissonance, which can

negatively affect their self-perception and emotional well-being. As further examined by Wood (1989), upward comparisons—comparing oneself to those perceived as better off may lead to feelings of inadequacy or envy, whereas downward comparisons viewing oneself as better off than others—may enhance self-esteem and perceived well-being. The theory also assumes that all human behavior occurs within a social context, even when others are not physically present, as internalized standards of comparison continue to influence thought processes, emotions, and interpersonal relationships.

The Social Comparison Theory fills an important theoretical gap left by the Social Exchange Theory (SET). While SET explains relationships primarily through the lens of cost-benefit analysis, rewards, and reciprocity, it does not sufficiently address the psychological and emotional dimensions of how individuals evaluate their relationships relative to others. Specifically, SET overlooks the influence of perceived social comparisons that shape satisfaction, trust, and emotional connection in relationships. In the context of this study, which examines Facebook use and marital stability, the Social Exchange Theory alone could not account for how exposure to others' seemingly idealized lives on social media triggers comparison-based emotions such as jealousy, inadequacy, or regret. Therefore, Social Comparison Theory complements Social Exchange Theory through explaining how these psychological processes arising from online interactions may influence perceptions of marital satisfaction and overall stability.

Social media has become global, and many people have turned to engaging in social networking sites for personal profiles and tend to present the self in favourable sight (Nadkarni & Hofmann, 2012; Rosenberg & Egbert, 2011). When people selectively self-present positive features of their lives on social media, then their social comparisons that are made using biased information differs from in-person social comparisons and involve mostly upward social

comparison to those who are supposedly seen as better off on some dimensions (Feinstein et al; 2013) The consequences of exposure to upward comparisons are quite negative. There is evidence that suggests that both chronic and temporary upward social comparisons on social media have been associated with negative consequences, such as there has been changes in depression (Feistein et al; 2013) self-esteem (Kalpidou, Costin, & Morris, 2011; Lee, 2014; Vogel et al; 2014). Self-evaluations (Haferkamp & Kramer, 2011), and well-being (Kross et al; 2013).

Social comparison theory and social network sites such as Facebook are known for giving off the impression that other people are living better lives than others present (Chou & Edge, 2014). People mostly themselves and their lives positively on social media. (Dorethy, Fiebert, & Warren, 2014). An example is when people post pictures in which they look their best, (Mango, Graham, Greenfield, & Salimkhan, 2008) when having good time with their friends. Much time spent on SNS involves watching unrealistic SNS profiles, and status updates of others. What other people do may influence on other individuals' image. This is because people base their self-perceptions comparatively on how they are doing in comparison to others (Festinger, 1954). Watching other people's profiles is a major social media activity. The information which people come across when viewing people's profiles may impact self-perception through social comparison

Quality social interactions on Facebook is assumed to significantly influence marital stability. Positive online interactions may enhance couples' emotional connections, while negative exchanges or jealousy arising from social media interactions can lead to conflict and instability. This theory relates to the study in that, it talks about individuals regulating their social and personal value based on others, and the time spent on SNS which consists viewing other people's profiles.

2.3 Empirical Literature Review

This section will discuss study objectives by reviewing empirical studies conducted by other scholars on relationship between Facebook use and marital stability among married individuals.

2.3.1 Levels of Facebook Use

Facebook remains one of the most frequently accessed social networking platforms globally, with approximately 3.065 billion monthly active users (Meta & Statista, 2024). Globally, about 56.76% of active internet users access Facebook, while 73.7% engage with family-owned applications such as Facebook Messenger (Meta & Statista, 2024). Empirical studies have demonstrated that Facebook use significantly affects individuals' social and psychological functioning. For instance, Chan (2016) and Ellison et al. (2007) established that Facebook usage has a profound impact on people's social lives by influencing communication patterns, self-presentation, and social connectedness. However, excessive use of the platform has been linked to negative consequences, including disruptions in daily routines and interpersonal relationships (Ryan et al., 2014).

Several cross-cultural studies have further explored Facebook addiction and its association with psychological well-being. In Poland, Blachnio and Przepiorka (2016) and Cudo et al. (2020) found that Facebook addiction was associated with reduced life satisfaction and emotional imbalance.

Bendayan and Blanca (2019) reported that in Spain, excessive Facebook engagement correlated with elevated levels of anxiety and diminished psychological health. In Malaysia, Lee et al. (2015) revealed that compulsive Facebook use was positively related with social anxiety and loneliness among university students. Studies conducted in China and the United States by Abbasi (2018) and Wood et al. (2016) respectively found that excessive Facebook use negatively affected

users' personal well-being and academic productivity, suggesting a consistent global pattern of psychosocial effects linked to social media overuse.

Putri and Aminatun (2021) conducted a study in the United States to examine students' perceptions of Facebook as a tool for enhancing their writing skills. The research involved 20 English major students and utilized questionnaires with both structured and open-ended questions, complemented by guided interviews. Findings revealed that participants perceived Facebook as a useful platform for improving their English writing proficiency through practical engagement activities such as composing captions and commenting on English-language pages. This demonstrated that Facebook use may also have positive educational implications when applied purposefully.

In India, Montag et al. (2020) investigated the relationship between personality traits and Facebook Use Disorder (FUD) among 3,835 participants, which included 2,366 men. Using the Big Five Inventory and the Facebook Use Disorder Scale, their results indicated that Facebook users exhibited higher levels of extroversion and lower levels of conscientiousness compared to non-users. Moreover, tendencies toward FUD were negatively correlated with conscientiousness and positively correlated with neuroticism across both genders. These findings suggest that individual personality traits significantly influence the likelihood of developing problematic patterns of Facebook use.

Alhabash and Ma (2017), in their study *A Tale of Four Platforms: Motivations and Uses of Facebook*, investigated user motivations and behavioral outcomes associated with Facebook use. Employing a quantitative survey approach with a sample of 396 university students in the United States, the study found that Facebook remained predominantly used to maintain social relationships and access information. However, excessive engagement on the platform led to

negative psychological consequences, such as anxiety and diminished mental well-being, mainly attributed to social comparison theory. Despite the insights, this study failed explore how Facebook use impacts marital relationships or long-term relational stability.

Ellison et al. (2021), in their longitudinal study *Facebook's Role in Conflict and Commitment*, examined the influence of Facebook use on relationship dynamics among 180 couples in the United Kingdom. These findings revealed that excessive Facebook use contributed to jealousy, misunderstandings, and decreased relationship satisfaction. Conversely, shared Facebook activities strengthened trust and emotional commitment between partners. Although the study provided meaningful evidence on Facebook's impact on couple relationships, it remained geographically limited and did not account for cultural differences in social media behavior, particularly in African contexts.

Abad, and Hinsch (2019) conducted a mixed-method study in Germany titled *A Two-Process View of Facebook Use and Subjective Well-Being: Social Comparison and Need Satisfaction* to examine how Facebook use affects subjective well-being. Using surveys and interviews with 250 young adults aged 18 to 35, the researchers found that Facebook use fulfilled psychological needs such as belonging and social connection. However, the same use also generated negative emotional outcomes, including envy and reduced well-being due to unfavorable social comparisons. The study, however, did not extend its analysis to marital or long-term relational contexts.

Vasalou et al (2010) investigated cultural variations in Facebook use among participants from four European countries and the United States. The study revealed that users' motivations and time spent on the platform varied significantly across cultural contexts, highlighting the influence of social norms and values on online behavior. Although the research provided important

cross-cultural insights, it did not examine the implications of Facebook use for marital relationships or emotional stability within different cultural settings.

According to Hawi and Samaha (2017), in their research on Relations Among Facebook users and addiction, in University Students, examined the effects of social media addiction, including Facebook, on self-esteem and life satisfaction. This study used transverse survey that involved 307 university students in Lebanon. Outcomes indicated that excessive Facebook use lowered person's self-worth, especially individuals with emotional insecurities. However, the study focused on individual outcomes rather than relational impacts, leaving a gap in understanding the effects on marital stability.

Olaleye et al. (2020) explored the impact of Facebook use in Nigeria." Their objective was to determine how Facebook use influenced family relationships. Using a descriptive survey of 150 households in urban Nigeria, the study found that excessive Facebook use disrupted family bonding by prioritizing online interactions over in-person relationships. But moderate use was found to enhance connectivity.

2.3.2 Levels of Marital Stability

Marital stability refers to the extent to which married couples remain together over time, demonstrating resilience in addressing conflicts, maintaining emotional connection, and fulfilling mutual obligations within the union. It extends beyond mere marital adjustment or satisfaction to encompass enduring commitment, communication, and the ability to navigate life's challenges collectively. Factors commonly associated with decreased marital stability include financial strain, low-income levels, limited education, unemployment, extreme age at marriage, and poor health, all of which may undermine relationship satisfaction and long-term cohesion.

Kulu (2019) conducted a study titled *Levels of Marital Stability among Married Individuals in the United Kingdom*, which sought to examine the determinants of marital stability with a particular focus on communication patterns and behavioral dynamics between spouses. The research adopted a mixed-methods approach combining both qualitative interviews and quantitative surveys—with a sample of 200 married individuals. Findings revealed substantial variations in partners' perceptions of acceptable marital behavior and approaches to conflict resolution. The study highlighted that shared values, open communication, and mutual trust were critical predictors of marital stability. However, it also identified a gap in understanding how emerging technological influences such as digital communication and online interactions affect marital relationships, particularly across different age groups.

Another research (Kulu,2019),on *Levels of Marital Stability among Married Individuals in the United Kingdom*, explored how communication behaviors influence relationship endurance. Using a mixed-method approach involving both qualitative interviews and quantitative surveys with 200 married participants, the study found significant differences in partners' perceptions of acceptable marital behaviors. It further highlighted discrepancies in conflict resolution strategies and underscored shared values as critical for sustaining marital stability. However, the research identified a gap in examining modern influences such as digital communication and surveillance behaviors on marital stability across age groups.

Ehondor (2021) conducted a quantitative study on *Levels of Marital Stability among Married Individuals in the United Kingdom*, focusing on the impact of social media usage on marital satisfaction and stability. Drawing data from a sample of 500 married participants, the study found out that excessive engagement with social media platforms, particularly Facebook, was significantly associated with increased marital instability. The results indicated that a 20%

rise in Facebook usage corresponded with a 2.18% to 4.32% increase in marital instability and higher divorce rates. Furthermore, couples who abstained from or minimized Facebook use reported being 11% happier and more satisfied in their marriages compared to active users. These findings suggest that digital engagement patterns can exert measurable effects on the emotional and relational stability of married individuals.

Daines (2006) conducted research on the Levels of Marital Stability among Married Individuals in Namibia, revealing that marital stability is significantly influenced by both cultural and personal factors. This study revealed that sexual ideals, customs and practices played crucial roles in shaping marital relationships, these elements varied across individuals' and communities. An example, in Uganda, paternal aunts locally known as "Sengas" guide young women before marriage, teaching manners and sexual knowledge to promote stable unions. The study concluded that cultural mentorship traditions significantly contribute to marital endurance and satisfaction.

Effa and Nwogu (2019), in their study Levels of Marital Stability among Couples in Sub-Saharan Africa: An Examination of Nigerian Marriages, aimed to identify determinants of marital stability such as communication, trust, emotional support, and conflict resolution. Employing a quantitative design using surveys administered to 400 couples in Nigeria, the study found that strong communication, trust, and emotional intimacy foster marital stability. Conversely, poor conflict management and financial strain contributed to instability. Still, the study's findings were contextually limited to Nigeria, indicating the need for cross-cultural comparisons across Africa.

Ehondor (2021) examined Levels of Marital Stability among Married Individuals in the United Kingdom, focusing on the relationship between social media use and marital satisfaction. Using a quantitative approach with survey data from 500 married participants, the study found out that increased Facebook use was associated with declining marital stability. Specifically, a 20%

increase in Facebook activity corresponded with a rise in marital instability rates between 2.18% and 4.32%. Participants who refrained from using Facebook reported 11% higher marital satisfaction than frequent users. The study underscored that excessive social media engagement undermines communication and trust between partners.

Lampe et al. (2008) conducted a qualitative study titled *The Role of Marital Stability in Community Functioning*, focusing on how stable marriages enhance community well-being. Conducted in Pakistan through in-depth interviews and focus group discussions, the research revealed that stable marriages not only strengthen family bonds but also foster community cohesion, trust, and continuity. The study concluded that marital stability contributes to the resilience of families and institutions, yet it did not give explanation for variations in cultural and socio-economic contexts.

Tulane, Skogrand, and DeFrain (2011), in their study *Impact on Marital Stability among Married Individuals: A Focus on Infidelity and Divorce*, examined how time spent on social networking platforms and sexual infidelity predict marital instability. Using a mixed-methods design with married individuals from Europe and North America, the study found that frequent use of social media platforms correlated with higher infidelity rates, leading to increased divorce cases. However, the study was limited to technologically advanced societies, leaving room for future research in less digitized cultural contexts.

Karimi and Arani (2019) conducted a study on protective factors of marital stability in long-term marriages globally, revealing the significant influence of observed levels of marital stability among married individuals. This study revealed that traditional practice bears resemblance to the customs observed in the Swahili culture of the Kenyan coast. According to this cultural traditions, the bride undertakes a week-long period of instruction from her aunts, focusing

on various aspects of spousal care, including sexual intimacy and other matters related to marital life. It's worth noting that such arrangements for the guidance of young adult males are not typically observed in these cultural contexts.

A study done by Webbo et al. (2017) in Kenya using face-to face interviews with nine participants who had been identified as practicing Christians was conducted using qualitative method. The findings revealed that specific characteristics related to religiosity, such as individuals' prayer partner, reading bible together, and attending church together, had a positive impact on their spouse's lives. The researchers further added that religious practices showed that values in marriages for instance perseverance, forgiveness, and humility helped spouses to sustain marriage in decision making process which in return enhanced marital stability.

Munyao (2024), in his study Levels of Marital Stability among Married Individuals in Kenya, aimed to investigate the factors influencing marital stability in the Kenyan context. This objective was to explore how various social, cultural, and technological factors contribute to marital dynamics and stability. The study employed mixed method approach, quantitative and qualitative methods, the target were married individuals from diverse socio-economic backgrounds across Kenya. The findings revealed that while digital platforms can facilitated communication and connections, they also present risks that may negatively affect marital stability.

Muthoni (2021) emphasizes that couples who engage in supportive and affectionate communication online are likely to experience greater marital satisfaction, contrasting with those who may encounter misunderstandings stemming from poor communication. However, the study not exhaustive on how different cultural practices and socio-economic factors influence marital stability in Kenya. The study aims to fill the study gap by investigating the levels of marital

stability in Kenya, considering the unique socio-cultural and economic factors that affect marital relationships in the country.

2.3.3 Relationship between Facebook use and marital stability

A study was conducted by Griffioen and Granic (2020) in the UK, which highlighted that excessive Facebook use can lead to privacy concerns and conflicts, negatively impacting marital satisfaction. A study done in USA indicated that 45% of married individuals reported decreased marital stability as a result of Facebook use in surveillance and comparison. A study was done in the Pew Centre Research, a project on couples, the internet and social media which revealed that American couples use technology to manage their life on logistics and emotional intimacy with their relationships (Pew, 2014). The study showed there was an extensive use of social media for “sexting”.

A study by Nisar et al. (2019) conducted in England revealed a significant impact of Facebook use on marital stability among married individuals. The study found that married individuals on average spent 55 minutes per session on Facebook, with 72% frequently engaging in activities like posting updates, commenting on posts, and liking content. Additionally, 38% of participants reported that Facebook interactions often led to misunderstandings or conflicts within their marriages. This study explored various aspects of Facebook usage within marriages, providing valuable understanding of complex interactions between social media and marital stability.

A study done by Tromholt (2016), in Denmark sought to investigate how much influence quitting Facebook would have on over 1000 Denmark participants. The research hypothesis was of a group that underwent treatment for one-week break from Facebook, they experienced more positive effects on their life satisfaction and emotional tranquility in their lives. After the one-week

was over, participants were invited and an online questionnaire was distributed and 81% of the participants completed the sample. Study findings revealed quitting FB led to high levels and overall life satisfaction. Participants who did not use Facebook for one-week were reported to have had higher satisfaction levels with life and better emotional state of mind.

Danyoh (2020) conducted a study on relationship between Facebook Use and Marital Stability in Sogakope, Ghana. The study aimed to explore how social media usage, especially on platforms like Facebook, WhatsApp, and Twitter, impacts communication patterns within marriages among Christian couples in Sogakope, Ghana. Focusing on the cultural and religious context, the study examined how these digital tools influence the quality and dynamics of marital relationships. The findings provided better understanding on developing nature in interpersonal communication in the technological era, especially within Christian marriages, emphasizing on the use of social Network sites and marital stability.

A study conducted in South Africa, Nisar (2019) observed the effect on Facebook use and marital stability among married individuals, focusing on a sample of 250 participants across various demographic backgrounds in Johannesburg. Using online data collection surveys, the study revealed that excessive engagement on Facebook was correlated with decreased marital satisfaction and increased feelings of jealousy among partners. The study findings were that there was comparison of marital relationships with those portrayed online which led to unrealistic expectations and dissatisfaction in marriages, emphasizing the need for awareness regarding social media's influence on marital dynamics

Mphephu (2021) did a study on the relationship between social media use, particularly Facebook, marital satisfaction on married individuals of Gauteng Province in South Africa. The study surveyed 180 participants, employing quantitative methods through structured

questionnaires. Findings showed that there was a significant correlation between high Facebook usage, decreased marital satisfaction, with participants reporting issues related to jealousy and communication breakdowns. The authors concluded that while social media could enhance connectivity, its adverse effects on marital relationships warrant further investigation.

In Uganda a study was done by (Asiwe,2016), it was examining the role of social media as a tool for promoting cheating in relationships. The study identified different social Network platforms used as ways that permitted easy communications. However, the same platforms have also become channels for infidelity, cheating and even secret relationships

A study conducted by Kamau (2024) in Kenya explored the intricate relationship between Facebook use and marital stability among married individuals. The study involved a sample of 200 participants drawn from several regions within the Nairobi CBD. Data collection was done using mixed-methods approach, and captured the nuances on Facebook interactions in marital contexts. The findings revealed that while Facebook facilitated connections among couples, excessive use was linked to privacy concerns, jealousy, and increased conflicts, ultimately undermining marital satisfaction and stability. The findings also revealed that while Facebook can enhance connections, it also poses significant risks to marital stability. Notably, 63% of participants reported experiencing jealousy related to their partner's Facebook activity

Research conducted by Odhiambo and Maito (2013) in Kenya, revealed that there was a relationship between Facebook use among married individuals within a religious organization in Homabay County, Kenya, with a sample of 120 participants. The researchers' used structured questionnaires for data collection to assess how social media platforms impacted on marital dynamics. The study's results revealed that platforms like Facebook sometimes became tools for public shaming and discussions of marital issues, negatively affecting marital stability. However,

the authors noted a gap in understanding the specific mechanisms behind these outcomes, prompting further research into the complexities of Facebook use in religious contexts

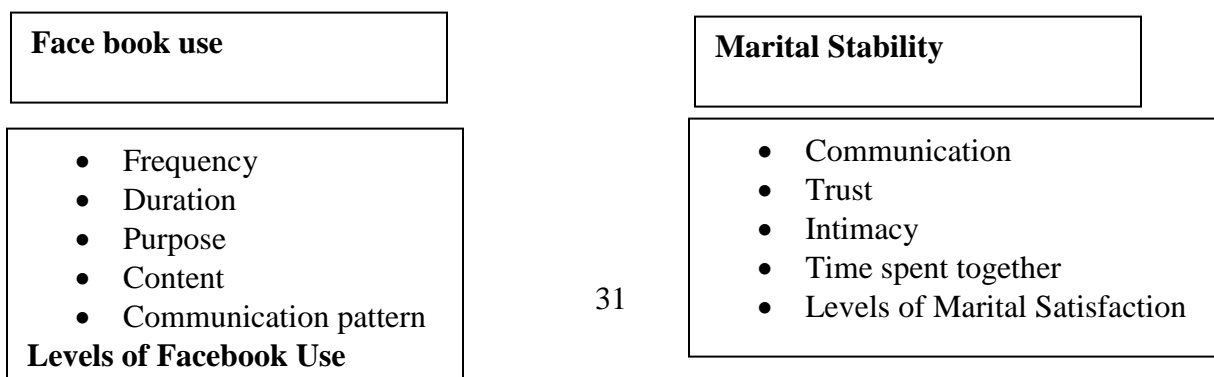
The study filled a significant research gap by exploring the relationship between Facebook use and marital stability among married individuals in Embakasi West Constituency, Kenya. While previous studies had examined personality traits and their association with Facebook use and family dynamics, this study focused specifically on how Facebook interactions influenced marital stability within the Kenyan cultural context.

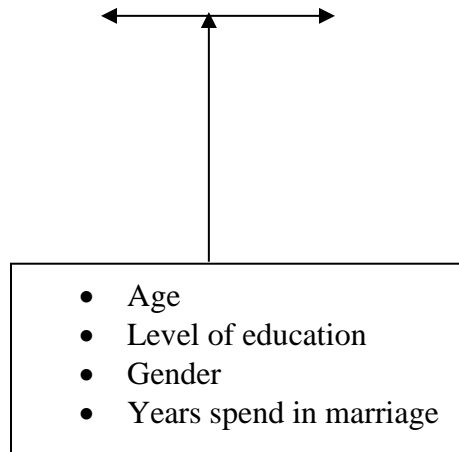
This study investigated the influence of Facebook engagement on marital satisfaction, considering socio-cultural, economic, and communication practices unique to Kenya. Data were analyzed using a quantitative method, providing perceptions into how digital interactions shaped relationships and marital stability, particularly in a region where technological use and cultural norms intersected. Finally, the findings contributed a better understanding of marital dynamics in the digital era and proposed recommendations for improving marital stability in Kenya.

2.4 Conceptual Framework

Conceptual framework is a structure which tries to give meaning to concepts in research by showing how the variables could be influencing each other. The conceptual framework presented is structured into two variables; Facebook Use and Marital Stability. Shown in Figure 1.

Figure 1: Conceptual Framework, Relationship between Facebook Use and Marital Stability





Source: Author (2024)

Figure 1 present the conceptual framework, with illustration of the key factors influencing marital stability on Facebook use. Levels on Facebook use are categorized into five dimensions: frequency, duration, purpose, content, and communication patterns. These factors are expected to impact levels of marital satisfaction, which are defined by communication, trust, intimacy, and time spent together. Additionally, intervening parameters age, level of education, gender, and years in marriage was to be considered at the point of data analysis. This is because, they can influence marital stability among married individuals This framework highlights the interconnectedness of social media use and marital dynamics, with various personal and demographic factors playing a role in shaping the overall marital experience.

2.5 Chapter Summary

The empirical literature review in this chapter, looked at prior researches done in the past, by other scholars, and was relevant based on the research topic. Empirical literature review was guided by research objectives; Facebook use, levels of marital stability and the relationship between Facebook use and marital stability. Theoretical framework was presented as well. The research was informed by social exchange and comparison theories.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This introduction chapter outlines the methodology used in the study to collect, analyze, and interpret data. It presents the epistemological stance, research design, location of the study, target population, sampling design, sampling frame, sampling technique, and the determination of the sample size. In addition, the chapter discusses the research instruments, pre-testing procedures, validity, reliability, data collection methods, and data analysis techniques. Finally, it highlights ethical considerations as well as the anticipated outcomes and implications of this study.

3.2 Epistemology

According to Al-Ababneh (2020), epistemology refers to the theory of knowledge and is concerned with the process of acquiring knowledge and its respective sources. This study incorporated the positivist approach in guiding the research because of its objective nature suited to a quantitative style. According to Ojong and Ibrahim (2011), epistemology highlights that human knowledge is subject to change and that it studies the process and hitches that come with it. However, it was notable that the positivist research philosophy had drawn criticism for its demanding nature in terms of time and resources, necessitating substantial investments for data collection and posing challenges in ensuring unbiased data collection. Nevertheless, despite these limitations, the study persisted in employing positivism due to its unwavering commitment to objectivity as a fundamental source of knowledge.

3.3 Research Design

Research design entails finding answers to research questions. During this process, the researcher can employ either quantitative or qualitative research designs (Creswell, 2008). This study adopted a correlational survey design, which examined the relationships between and among variables, and used descriptions of tendencies to collect data and provide answers to the research questions. The approach was suitable for the study because it captured participants' views and converted them into measurable numeric values. In this context, the study investigated the relationship between Facebook use and marital stability among married individuals in Embakasi West Constituency, Nairobi County, Kenya.

3.4 Location of the study

The study was conducted in two churches, that is Deliverance church and Gospel Centre International (GCI). The two churches are located in Embakasi West Constituency, Nairobi County, Kenya. Embakasi West is one of the seventeen constituencies within Nairobi County and lies approximately 6 kilometers east of Nairobi's Central Business District (CBD). The people who live in that Location some are religious and others are non-religious. The Location is densely populated, and due to time limitation and resources the researcher intended to first understand whether there was a relationship between Facebook use and marital stability among married individuals. The findings were to allow future research in the same location. The constituency spans an area of about 9.35 square kilometers and is characterized by a blend of both affluent neighborhoods and some of the most socio-economically disadvantaged informal settlements in the county. Administratively, Embakasi West is divided into four wards: Umoja I, Umoja II, Mowlem, and Kariobangi South (Kenya National Bureau of Statistics 2019).

The 2019 Kenya Population and Housing Census, Embakasi West Constituency had a population of 988,808. Specifically, Umoja I had 64,256 residents, while Umoja II had 75,960. Major churches within these wards included Deliverance Church, Catholic Church, Gospel Centre International (GCI), and Winners Chapel. Kariobangi South, another ward within the constituency, recorded a population of 88,039, with notable religious institutions such as Presbyterian Church of East Africa (PCEA), Africa Inland Church (AIC), and the Anglican Church operating in the area. Moreover, various sects and independent churches also exist within the constituency, reflecting the area's diverse religious landscape (Kamaara, 2023).

3.5 Target Population

Target population refers to specific subsets within a larger cohort, predefined by a criterion that is aligned to the research objectives (Alvin, 2016). The target population must have a distinct characteristic that allows all units in the total group to be eligible to participate in the study. Target population for this study consisted of married individuals who were members of the Deliverance Church Community and the Gospel Church International—Central Assembly, both located in Embakasi West Constituency.

As of June 30, 2022, Gospel Church International (GCI) had 3,000 members, while Deliverance Church had 1,723 members (The National Council of Churches of Kenya, Report 2023). The study focused only on married individuals from these congregations. Marriage Enrichment Department (MED), as of September 30, 2022, GCI Central Assembly had 520 married members, and Deliverance Church had 410 married members. Thus, the total target population consisted of 930 married individuals, all from Embakasi West Constituency. The researcher considered the research objectives that were guiding the study, and guided by inclusion and exclusion criteria.

3.6 Sampling Design

The section classifies and justifies the sampling frame, technique, and size determination.

3.6.1 Sampling Frame

The sampling frame was a crucial component in the research, representing the list of all individuals eligible for selection (Mweshi & Sakyi, 2020). It encompassed all population members who could be chosen to participate in the study (Sharma, 2017). In this study, the sampling frame consisted of married individuals from the Deliverance Church Community and the GCI Central Assembly Church Community within Embakasi West Constituency. The two church communities provided a well-distributed population, ensuring diverse representation, as outlined in Table 1. through random sampling. This was done to select a representative sample. The selection was justified by the significant representation of 410 and 520 members, respectively, which collectively constituted a diverse and substantial sample size of 930 individuals (100%). Through examining these specific congregations, the researcher aimed to gain better understanding of the exclusive social changes and communication patterns influenced by Facebook use, ultimately informing marital stability among married individuals in Embakasi West Constituency.

Table 1: Target Population

| | Frequency | Percentages |
|------------------------------|-----------|-------------|
| Deliverance church community | 410 | 44.09% |
| GCI Central Assembly | 520 | 55.91% |
| | 930 | 100% |

Source <https://www.socialresearchmethods.net/kb/samptype.php>.

3.6.2 Sampling Technique

The study adopted proportionate sampling, as described by Berndt (2020), to select participants from distinct subgroups within the population. These subgroups comprised married men, married women, drawn from Deliverance Church Community and Gospel Church International Central Assembly in Embakasi West Constituency. This technique was considered appropriate because the target population consisted of subgroups that differed in size and demographic composition.

Proportionate sampling ensured that the number of participants from each subgroup corresponded to their relative proportion within the overall church population. This method enhanced the representativeness of the sample by allowing each category of respondents to contribute to the study in a manner reflective of its actual distribution. Consequently, the approach minimized sampling bias and improved the generalizability of the findings to the broader population of married individuals within the two churches.

From the membership database of married individuals maintained by Deliverance Church Community and Gospel Church International—Central Assembly, the researcher utilized a computer-based random number generator, as suggested by Papageorgiou (2020), to select participants from each subgroup. The generated list included randomly chosen names and email addresses proportionate to each category, ensuring that the final sample accurately mirrored the structure of the study population.

3.6.3 Sample Size Determination

Sample size referred to the number of research participants, observation elements, or items that a researcher intended to examine in order to allow generalization of the findings to the larger population (Bryman, 2016). The Krejcie and Morgan (1970) method was used to determine the

sample size for this study. The method applied a 95% confidence interval and an approximate margin of error of 5%.

$$\frac{N \times Z^2 \times p \times (1-p)}{(N-1) \times e^2 + Z^2 \times P \times (1-P)}$$

Where:

N =stands for the requisite sample size

Z = population size (930)

Z= Z-score corresponding to the desired confidence level (1.96 for 95% confidence)

p = the population proportion of (0.5is used to provide the maximum sample size)

ee = estimated percentages of failure

$$S = \frac{930 \times 1.96^2 \times 0.5 \times (1-0.5)}{(930-1) \times 0.05^2 + 1.96^2 \times 0.5 \times (1-0.5)} = \frac{893.172}{3.2829} = 272.682933$$

Therefore, the sample size of the research was rounded up to 273 respondents. To account for potential attrition, which could impact the validity of the study’s findings, Eisner et al. (2019) recommended increasing the sample size by approximately 10%. Consequently, the initially calculated sample size of 273 participants, an additional 27 married individuals were included, bringing the total to 300 respondents drawn from the overall population of 930. The approach helped ensure that the sample remained robust, even if some participants withdrew or did not complete the study.

Table 2: Proportionate distribution of the participants

| Categories | Target Population | % | Sample Size |
|------------|-------------------|---|-------------|
|------------|-------------------|---|-------------|

| | | | |
|------------------------------|-----|---------|-----|
| Deliverance Church Community | 410 | 0.29321 | 120 |
| GCI Central Assembly | 520 | 0.29321 | 152 |
| Total | 930 | | 273 |
| Adjusted Total | | | 300 |

Source <https://www.socialresearchmethods.net/kb/samptype.php>.

3.7 Research Instruments

The term "instruments" refers to devices used to measure certain attributes in people or objects. They were therefore used to collect, measure, and analyse data relevant to the subject or the identified research. According to Creswell (2012, p. 151), a research instrument is a tool for measuring or observing quantitative data. This study used two standardised scales: the Facebook Intensity Scale, developed by Nicole Ellison in 2007, and the ENRICH Marital Satisfaction (EMS) Scale, designed by Mark Travers in 2023.

Facebook Intensity Scale was designed to assess the degree of engagement and emotional connection individuals had with Facebook. Initially developed for a diverse population of social media users, this scale targeted individuals who actively participated in online communications, particularly those who used Facebook as a primary social networking platform. The scale comprised a total of 23 items, measuring various dimensions of Facebook use, such as usage frequency and emotional investment in online interactions. Notably, some items were reverse-coded to ensure that respondents reflected on their engagement from multiple perspectives, thereby enhancing the reliability of the data collected.

The participants response on the Facebook Intensity Scale items was a five-point Likert scale, where responses ranged from 1 (Strongly Disagree) to 5 (Strongly Agree). This format allowed for an understanding of how different levels of Facebook engagement might correlate with

marital stability. By employing this scale, the study aimed to capture the dynamics of social network usage within the context of marital relationships, thereby providing insights into how Facebook interactions could both positively and negatively influence marital dynamics. The use of the Facebook Intensity Scale was pertinent, as it aligned with the study's objectives of investigating the interplay between social media engagement and marital stability among married individuals in Embakasi West Constituency.

ENRICH Marital Satisfaction (EMS) Scale is a well-established instrument used to evaluate various scopes of marital quality and satisfaction. However, for couples in the United States, the scale has since been adapted for use in diverse cultural contexts, making it relevant for the population in Embakasi West Constituency, Kenya. The ENRICH scale consisted of 15 items that addressed critical aspects of marital relationships, including communication, intimacy, conflict resolution, and shared values. This comprehensive approach allowed for an in-depth analysis of the factors contributing to marital satisfaction.

The respondents specified their responses on a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The scale also incorporated reverse-coded items to minimise response bias and encourage thoughtful reflection on each item. Through utilising the ENRICH Marital Satisfaction Scale, the study gained valuable understandings into the complexities of marital dynamics among participants, shedding light on how satisfaction levels correlated with Facebook usage. This alignment of measurement tools with research objectives led to reliable results and contributed to promoting healthy marital stability in the context of social media engagement.

3.7.1 Validity of Instruments

Validity refers to the degree to which an instrument accurately measured what it was intended to measure (Whiston, 2012). According to Graziano and Raulin (2010), for a measure to be valid, it had to assess the specific concept it aimed to evaluate. For ensuring the validity of the instruments, the researcher-maintained uniformity in data interpretation while addressing possible biases and conducted in-depth literature reviews aligned logically with the research objectives. ENRICH Marital Satisfaction Scale and Facebook Intensity Scale assessed for validity through expert evaluation from the Polish university. As established in Andreassen's (2018) study, a panel of experts at a Polish university affirmed that the instrument met the necessary validity criteria.

ENRICH Marital Satisfaction Scale was scored using a five-point Likert scale, with responses ranging from "Strongly Disagree" to "Strongly Agree." Higher scores showed greater marital satisfaction, while lower scores indicate potential marital challenges. The Facebook Intensity Scale, which measured the level of emotional and behavioural engagement with Facebook use, also used a Likert scale. Higher scores indicated greater Facebook use, based on time spent on the platform and emotional attachment to it. Interpretation of both scales involved comparing scores to determine the relationship between Facebook use and marital satisfaction, with higher Facebook intensity potentially correlating with lower marital stability.

Cadell et al. (2015) conducted discriminant analysis utilising confirmatory factor analysis and discovered that the discrepancy of chi-square statistics between the constrained and standard models was statistically significant ($\chi^2 > 3.84$, $df = 1$, $p > 0.05$), indicating robust validity. For ensuring an instrument's appropriateness for its purpose, face and content validity were considered important. Face validity established that the instrument appeared suitable for the research, while content validity ensured that the study findings accurately reflected the phenomenon being studied,

thereby making the results dependable and reliable. Graziano and Raulin (2010) emphasized that a valid instrument must assess the specific variable or concept it aimed to measure. Skilled reviews were often conducted to evaluate the instrument's relevance to the study's objectives.

Reliability of instruments referred to the consistency and stability of the results obtained from a research study (Olayinka & Abideen, 2023). A test qualified as reliable when it could consistently be repeated by different researchers under the same conditions, yielding uniform results that remained stable and replicable over time. For assessing internal consistency reliability, Cronbach's Alpha coefficient was calculated using statistical software. It measured how well the items on each scale related to one another while capturing the scale's overall coherence.

In analysing Facebook usage through a t-test, the data were divided into two samples: one for married individuals exhibiting high levels of Facebook use and the other for those with low levels of use. The t-test was then utilised to compare and determine whether the variance between the means of the two groups was statistically significant. This allowed the researcher to determine whether the observed difference between the groups was meaningful or simply a result of random variation. The established threshold for reliability in Cronbach's Alpha was over 0.70.

3.7.2 Pre-testing of Instruments

Pre-testing involved successively running the data collection instrument with a small set of respondents from the target population prior to the full-scale survey. It worked as an opportunity to assess the research instruments, questionnaires, to ensure their validity and reliability. Mugenda and Mugenda (2019) recommended that questionnaires be administered to a small subset 10% of the sample population to evaluate the validity and reliability of newly developed research instruments. Pre-testing sample was purposively identified from married individuals in the

International Christian Church (ICC). The pre-testing was conducted of 30 respondents, corresponding to 10% of the total sample size of 300, were used for pre-testing.

3.7.3 Scoring of Instruments

Table 3: Scoring of Instruments

| Scale | Score Range | Interpretation Levels |
|---|-------------|--|
| Facebook Intensity Scale | 5 to 27 | High Level (19–27) – Indicates very frequent Facebook use and strong emotional connection to the platform. Medium Level (11–18) – Indicates moderate Facebook use, primarily for communication and social updates. Low Level (5–10) – Indicates minimal engagement with Facebook or weak emotional attachment. |
| ENRICH Marital Satisfaction (EMS) Scale | 28 to 42 | High Level (37–42) – Represents high marital satisfaction and strong relationship stability. Medium Level (33–36) – Represents moderate satisfaction with occasional relational challenges. Low Level (28–32) – Represents low marital satisfaction and potential instability in the relationship. |

Source: (Nicole b. Ellison 2007),(Mark Travers 2023).

3.8 Data Collection Procedure

According to Mugenda and Mugenda (2003), data collection involves the systematic gathering, measurement, and analysis of data from relevant sources to address research inquiries and evaluate outcomes. The quality of the results was greatly influenced by the duration and method of data collection; insufficient or inaccurate data collection could compromise the reliability and accuracy of findings (Kabir, 2016).

Data-collecting process begins with applying for the necessary permits. Researcher first obtained authorization from the Program Leader of the Counselling Psychology Department at the Institute of Youth Studies, Tangaza University. This authorization formed the basis for applying for a clearance letter from the Tangaza University Research Ethics Committee (TUREC). Once the TUREC clearance was obtained, the researcher applied for a research permit from the National Council for Science, Technology, and Innovation (NACOSTI). In addition, formal authorization was sought from State Department for Basic Education through the County Commissioner Nairobi County, to allow data collection in the study area.

Study was carried out at Deliverance Church Community and Gospel Church International—Central Assembly in Embakasi West Constituency. Prior to administering the questionnaires, the researcher sought and obtained informed consent from all participants to ensure adherence to ethical research standards. Questionnaires were personally administered by the researcher, who provided clear explanations to facilitate participants' understanding of the instructions. Each respondent was allocated 30 minutes to complete the questionnaire on-site. Upon completion, a debriefing session was conducted to clarify any issues raised by participants and to offer additional information relevant to the study.

The study utilized standardized and validated instruments to enhance reliability and validity. Throughout the data collection process, the researcher maintained strict ethical compliance, ensured confidentiality of responses, and closely monitored field procedures to promptly address any emerging challenges or inconsistencies. This approach ensured that the data collected were accurate, reliable, and suitable for subsequent analysis.

Collected data was securely stored to guarantee confidentiality and prevent unauthorized access. Completed questionnaires were digitized and stored in encrypted databases, while hard

copies were kept in a locked cabinet accessible only to the researcher. To protect respondents' anonymity, personal identifiers were removed and unique codes were assigned to each questionnaire.

Quality assurance measures were also integrated into the data-analysis process. Data were cleaned to ensure completeness and consistency before analysis, with any errors documented and resolved. Statistical analysis was performed using SPSS Version 26.0, a reliable software package that minimized errors and produced robust results. Preliminary findings underwent peer review by academic and research experts to enhance their credibility. Furthermore, the results were cross-validated with similar studies and theoretical frameworks to confirm their reliability. These quality-assurance measures ensured the integrity and reliability of the study's findings, thereby contributing to meaningful and actionable outcomes.

3.9 Data Analysis

Data analysis refers to a systematic procedure of transforming collected data into meaningful insights that can be interpreted for decision-making and knowledge generation. According to Gill (2020), it involves organizing, coding, and interpreting raw data to identify patterns, relationships, and trends that address the research objectives. This study, data was analyzed using descriptive statistics. Descriptive statistics, including frequencies, percentages, means, and standard deviations, were used to summarize and describe the characteristics of the respondents and the key variables of interest. These statistics provided a clear understanding of the demographic composition of the participants and their responses regarding Facebook use and marital stability.

The Statistical Package for the Social Sciences (SPSS) Version 26.0 was used to process and analyze the data. SPSS facilitated efficient data entry, coding, and computation, ensuring

accuracy and reliability in statistical output. Data was first cleaned and validated before analysis to eliminate errors and enhance the integrity of results. The findings were then presented in tables and figures for clarity and ease of interpretation. This analytical approach ensured that the results were both statistically valid and practically meaningful, providing a sound basis for drawing conclusions and making recommendations related to the study objectives.

Table 4: Analysis model

| Data analysis | Variable type | Purpose of the test | Type of the test |
|------------------------------|----------------------|---|--|
| Demographics characteristics | Nominal and scale | To collect participants' demographic characteristics | Frequencies, percentages, means, and standard deviation. |
| Objective 1 | Scale | To measure the levels of Facebook use | Descriptive statistics |
| Objective 2 | Scale | To measure the levels of marital stability | Descriptive statistics |
| Objective 3 | 2 scale variables | To test the relationship between Facebook use and marital stability | Pearson's correlation coefficient |

Source: Research Survey Data (2025)

3.10 Ethical Considerations

Lung and Berg (2017) posited that research ethics revolve around key issues such as harm, consent, privacy, and confidentiality of data. Ethical considerations uphold values related to the

protection of participants' privacy and the preservation of their dignity by respecting their views. The researcher was required to obtain approval from Tangaza University, granted after the successful defense of the thesis. Tangaza University provided an official approval letter authorising the study. Additionally, approval was sought from the National Commission for Science, Technology, and Innovation (NACOSTI) through a research license, and authorization was approved. Letters of authorisation were also requested from County Commissioner Nairobi County and research authorization was granted, Informed consent from all study participants was availed. Once all approvals were secured, the researcher proceeded to the field for data collection.

The researcher maintained high ethical standards throughout the research process and implemented several key measures. Participation was entirely voluntary. The researcher emphasized to all participants that they had the right to decide whether or not to take part in the study, without facing any negative consequences. This ensured that individuals felt free to make an informed and autonomous decision about their involvement.

Consent was a critical component of ethical consideration. Before distributing the questionnaires, the researcher provided informed consent forms outlining the study's objectives, procedures, potential risks, and benefits. Participants were required to read and sign these forms, indicating their understanding and agreement to participate. This process helped to establish transparency and foster trust between the researcher and the participants.

To maintain confidentiality, the researcher avoided collecting personal identifiers, such as names or contact details, on the questionnaires. This approach protected participants' identities and ensured that their responses remained confidential. Furthermore, strict confidentiality was upheld for all participant information. Data collected were securely stored and accessible only to

authorised personnel. Any personal information, such as phone numbers or email addresses, was not included in the questionnaire.

The researcher also evaluated the potential risks of participation and took proactive measures to minimise any physical, psychological, or emotional harm. Participants were informed of their right to withdraw from the study at any point without penalty, thereby safeguarding their well-being. In addition, any potential conflicts of interest that could affect the study's integrity were declared. Participants were clearly informed that there would be no monetary compensation or financial gain for their involvement in the research.

Participants were encouraged to seek clarification on any aspect of the study they did not understand. The researcher provided clear and honest responses to all enquiries, ensuring participants fully understood their roles and responsibilities in the study.

3.11 Chapter Summary

The chapter discussed and justified the methods and approaches that the study adopted to collect, analyze, and interpret the research findings. It identified and explained the epistemological stance of the study, the research design, the geographical location of the study, the target population, and the sampling features including the sampling design, frame, technique, and sample size determination. The chapter further justified the use of the research instruments and addressed issues of validity, reliability, and the pre-testing of instruments. Finally, it discussed the data analysis procedures, ethical considerations, and the envisaged outcomes of the study

CHAPTER FOUR: RESULTS

4.1 Introduction

This chapter presents the findings of the study in relation to the research objective, which aimed to analyze the relationship between Facebook use and marital stability among married individuals in Embakasi West Constituency, Nairobi County, Kenya. The results include the response rate, reliability statistics, participants' demographic characteristics, and findings for each objective. Both descriptive and inferential statistics were employed to analyze the data. Tables are used to summarize the findings for enhanced clarity.

4.2 Response Rate

The response rate compares the targeted sample size to the number of participants who responded and the number of spoiled responses. Table 5 provides the response rate of married individuals from Deliverance Church Community and the GCI Central Assembly Church Community in Embakasi West Constituency.

Table 5: Response Rate

| Respondent | Sample targeted | Returned Quest. | Spoiled quest. | Sample used for study | Returned rate % | Spoiled rate % | Sample used rate % |
|---------------|-----------------|-----------------|----------------|-----------------------|-----------------|----------------|--------------------|
| Questionnaire | 300 | 210 | 7 | 203 | 70% | 2% | 68% |

The study targeted a total sample size of 300 married individuals (Adjusted Total = 300). Out of these, 210 questionnaires were returned, while 7 responses were found to be spoiled, leaving 203 valid questionnaires for analysis. This represented a return rate of 70%, a spoiled rate of 2%, and a usable sample rate of 68%. According to Mugenda and Mugenda (2003), a response rate of

50% is considered satisfactory, 70% is good, and above 70% is excellent. Therefore, the response rate achieved in this study was considered adequate and reliable for subsequent data analysis and interpretation.

4.3 Reliability of the Scales

Table 6. Reliability Test

| Variables | Cronbach's Alpha | N of Items |
|-------------------|------------------|------------|
| Facebook Use | 0.917 | 23 |
| Marital Stability | 0.94 | 15 |

This study employed two standardized scales to measure the variables: the Facebook Intensity Scale (Ellison, 2007) and the ENRICH Marital Satisfaction (EMS) Scale (Mark Travers, 2023). Both scales utilized a five-point Likert scale, with responses ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The scores for each item were summed to derive an overall score for each dimension. To ensure the internal consistency and stability of the scales, reliability was tested using Cronbach's Alpha. Following Nunnally's (1978) recommendation that a Cronbach's Alpha coefficient of 0.70 or higher is sufficient to confirm the reliability of an instrument, the results indicated that both scales surpassed this threshold. The Facebook Intensity Scale achieved a Cronbach's Alpha of 0.917, while the ENRICH Marital Satisfaction (EMS) Scale scored 0.940. These results indicate excellent internal consistency, confirming the instruments' reliability and their suitability for measuring the intended constructs.

Regarding scoring, the Facebook Intensity Scale assessed responses across 5 to 27 items, while the ENRICH Marital Satisfaction (EMS) Scale covered 28 to 42 items. Respondents rated each item on a five-point Likert scale, with the summed scores representing the overall

measurement of the constructs. The highest possible score was obtained by summing all items rated as "Strongly Agree," while the lowest score was derived from summing items rated as "Strongly Disagree." This robust scoring method ensured comprehensive and reliable measurement of the study variables.

4.4 Participants' Socio-demographic Characteristics

The researcher analyzed the socio-demographic characteristics of married individuals from Deliverance Church Community and GCI Central Assembly Church Community in Embakasi West Constituency based on the details provided in the questionnaires. Table 7 summarizes the socio-demographic characteristics of the respondents, including gender, age, academic qualifications, and duration of marriage.

Table 7: Participants Sociodemographic Characteristics

| Variables | Frequency | Percent |
|------------------------|-----------|---------|
| Gender of participants | | |
| | Frequency | Percent |
| Male | 76 | 37.4 |
| Female | 127 | 62.6 |
| Total | 203 | 100 |
| Age of participants | | |
| | Frequency | Percent |
| 30 and below | 57 | 28.1 |
| 31-40 years | 84 | 41.4 |
| 41- 50yrs | 38 | 18.7 |
| 51-60 years | 17 | 8.4 |

| | | |
|---------------|-----|-----|
| Over 60 years | 7 | 3.4 |
| Total | 203 | 100 |

academic qualification

| | Frequency | Percent |
|----------------------------|-----------|---------|
| KCPE | 7 | 3.4 |
| KCSE | 27 | 13.3 |
| Post-Secondary Certificate | 27 | 13.3 |
| Diploma | 35 | 17.2 |
| Degree | 64 | 31.5 |
| Masters | 38 | 18.7 |
| Doctorate | 5 | 2.5 |
| Total | 203 | 100 |

how long have you been married

| | Frequency | Percent |
|-------------------|-----------|---------|
| Less than 5 years | 61 | 30 |
| 6-10years | 51 | 25.1 |
| 11-15years | 53 | 26.1 |
| 16-20years | 15 | 7.4 |
| Over 20 years | 23 | 10.3 |
| Total | 203 | 100 |

Source: Research Survey Data (2025)

Regarding gender, the high-level representation was observed among female respondents (n = 127, 62.6%), while male respondents (n = 76, 37.4%) represented the lower level. This indicates that women were more actively engaged in the study compared to men.

In terms of age distribution, the high-level group comprised respondents aged 31–40 years (n = 84, 41.4%). The moderate-level group included participants aged 30 years and below (n = 57, 28.1%) and those aged 41–50 years (n = 38, 18.7%). The lowest levels were observed among respondents aged 51–60 years (n = 17, 8.4%) and those aged over 60 years (n = 7, 3.4%). This distribution demonstrates that Facebook use and its impact on marital stability were most prevalent among younger and middle-aged couples.

With regard to academic qualifications, the high-level group comprised participants holding a degree (n = 64, 31.5%) and a master's degree (n = 38, 18.7%). The moderate-level group consisted of respondents with a diploma (n = 35, 17.2%), post-secondary certificates (n = 27, 13.3%), and KCSE qualifications (n = 27, 13.3%). The lowest levels included those with KCPE qualifications (n = 7, 3.4%) and doctorates (n = 5, 2.5%). This shows that the majority of respondents possessed higher academic credentials.

In terms of marital duration, the high-level group consisted of respondents married for less than five years (n = 61, 30.0%), indicating a large representation of newly married individuals. The moderate-level group included those married for 6–10 years (n = 51, 25.1%) and 11–15 years (n = 53, 26.1%). The lowest levels comprised participants married for 16–20 years (n = 15, 7.4%) and over 20 years (n = 23, 10.3%). This pattern suggests that the study captured more insights from couples in the early and middle stages of marriage, with fewer long-term unions represented.

The implication of marital duration is that social media use affects couples more strongly in the early and middle years of marriage, pointing to the need for counseling and awareness programs targeting newlyweds and mid-term couples to strengthen marital stability.

4.5 Levels of Facebook Use among Married Individuals Embakasi West Constituency

The first objective of this study was to examine the levels of Facebook use among married individuals in Embakasi West Constituency in relation to their marital stability.

Table 8: Levels of Facebook Use among Married Individuals Embakasi West Constituency

| Variables | Total | Percentage (%) |
|------------------|--------------|-----------------------|
| Low level | 18 | 8.90% |
| Moderate | 55 | 27.10% |
| High level | 130 | 64.00% |
| Total | 203 | 100% |

Source: Research Survey Data (2025)

The first objective of this study was to examine the levels of Facebook use among married individuals in Embakasi West Constituency concerning their marital stability. Data were collected using the Facebook Intensity Scale, which assessed the frequency of use, emotional attachment, and integration of Facebook into daily routines.

The findings indicated that a majority of respondents exhibited a high level of Facebook use (n = 130, 64.0%), followed by those with a moderate level of use (n = 55, 27.1%), while a smaller proportion demonstrated a low level of use (n = 18, 8.9%). The dominance of high-level users suggests that Facebook plays a significant role in the social lives of married individuals in the constituency.

These results imply that many married individuals are highly engaged with Facebook, which could have both positive and negative effects on marital stability. On one hand, high engagement may promote connectedness, emotional support, and communication among couples. On the other hand, excessive use may lead to misunderstandings, neglect of spousal communication, and emotional distance within marriages. Conversely, moderate users appear to maintain a balanced engagement, using Facebook for social interaction without allowing it to interfere significantly with their marital relationships.

4.6 Level of marital stability among married individuals in Embakasi west constituency

The second objective of this study was to investigate the levels of marital stability among married individuals in Embakasi West Constituency.

0-49% =Low

50-74% =Moderate

75 and Above = High

Table 9. Level of marital stability among married individuals in Embakasi west

Constituency

| Variables | Total | Percentage (%) |
|------------------|--------------|-----------------------|
| Low level | 25 | 12.30% |
| Moderate | 56 | 27.60% |
| High level | 122 | 60.10% |
| Total | 203 | 100% |

Source: Research Survey Data (2025)

Data for this study were collected using the ENRICH Marital Satisfaction Scale, which consisted of Likert-scale items designed to measure satisfaction, understanding, communication, role responsibility, conflict resolution, and emotional support within marriage.

The findings revealed that a majority of respondents (n = 122, 60.1%) demonstrated a high level of marital stability, followed by moderate levels (n = 56, 27.6%), while low levels (n = 25, 12.3%) were reported by a smaller proportion of participants. The results indicate that most married individuals in Embakasi West Constituency experience strong marital stability, likely attributed to effective communication, mutual understanding, emotional support, and constructive conflict resolution.

The respondents who exhibited low levels of marital stability tended to face challenges related to marital satisfaction, poor communication, and unequal role responsibilities. These findings underscore the importance of interpersonal communication, emotional connection, and shared responsibilities in promoting stable and fulfilling marriages among couples in the constituency.

4.7 Relationship between Facebook use and marital stability

The third objective sought to analyze the relationship between Facebook use and marital stability among married individuals in Embakasi West Constituency.

Table 10: Relationship Between Facebook Use and Marital Stability

| | Facebook Use | Marital Stability |
|-------------------|---------------------|--------------------------|
| Facebook Use | 1 | 0.612 |
| Marital Stability | 0.612 | 1 |
| Frequency (N) | 203 | 203 |

Source: Research Survey Data (2025)

The third objective sought to analyze the relationship between Facebook use and marital stability among married individuals in Embakasi West Constituency. The researcher aimed to determine whether a statistically significant association exists between the intensity of Facebook use and the level of marital stability. To achieve this, the researcher used the Pearson Product-Moment Correlation Coefficient (Pearson's r), a statistical method suitable for assessing the strength and direction of the linear relationship between two continuous variables: Facebook use and marital stability. The results in Table 10 revealed a strong positive correlation between the two variables. The Pearson correlation coefficient ($r = 0.612$, $N = 203$) indicates a moderately strong positive relationship between Facebook use and marital stability. This implies that higher levels of Facebook use are associated with higher levels of marital stability among married individuals in Embakasi West Constituency.

Figure 2: Scatter Plot for Facebook use and marital stability

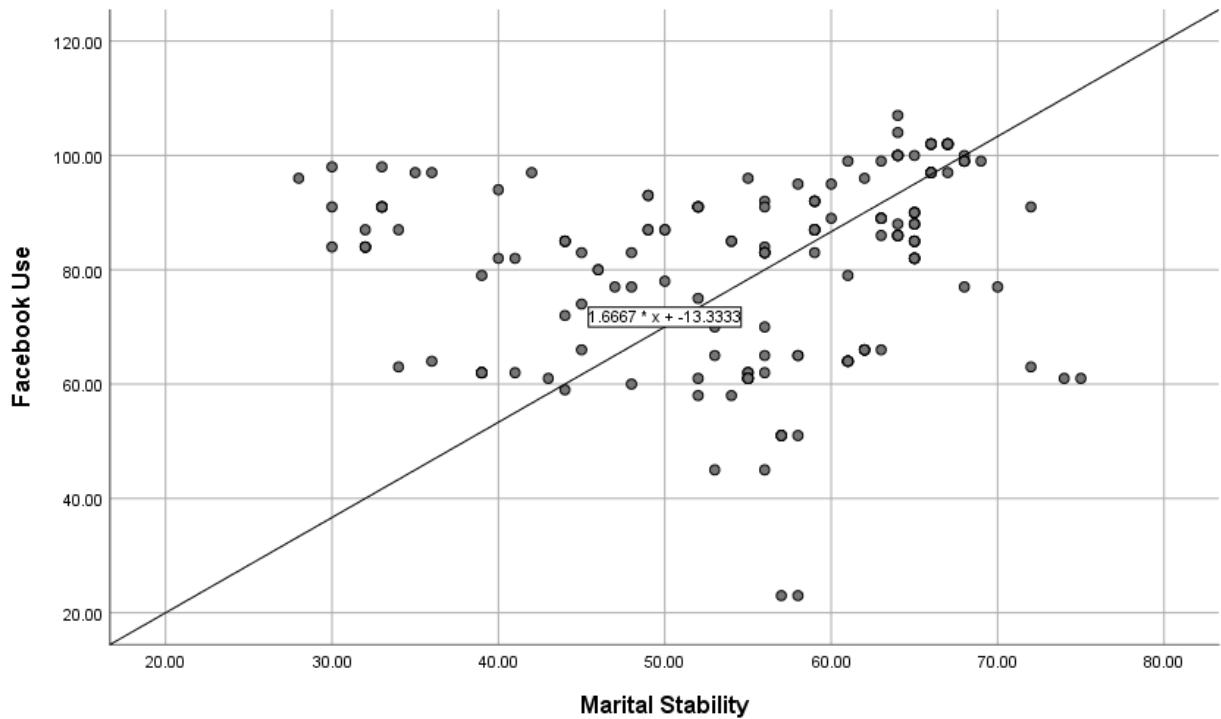


Figure 2 presents a scatter plot illustrating the relationship between Facebook use and marital stability among married individuals in Embakasi West Constituency. The plot shows an upward trend, indicating a positive linear relationship between the two variables. As marital stability scores increased, Facebook use scores also tended to rise. This pattern suggests that individuals who reported higher levels of marital stability were also likely to exhibit higher engagement on Facebook.

The fitted regression line, represented by the equation $y = 1.6667x - 13.3333$, further confirms the positive relationship between the variables. The slope coefficient (1.6667) indicates that for every one-unit increase in marital stability, Facebook use increases by approximately 1.67

units. This implies that responsible and mutual engagement on Facebook may contribute to improved relational satisfaction and stability among couples.

These results are consistent with the correlation findings ($r = 0.612$, $p < 0.001$), which revealed a strong and statistically significant positive relationship between Facebook use and marital stability. The visual distribution of data points around the regression line demonstrates moderate clustering, suggesting a reliable association between the two variables, though with some variation that could be attributed to individual differences in Facebook behavior or marital dynamics.

The scatter plot supports the conclusion that Facebook use when practiced in a transparent, respectful, and communicative manner can enhance marital stability by facilitating interaction, shared experiences, and emotional connection among partners. However, it also underscores the need for balanced use to prevent the potential negative effects of overdependence on social media.

4.9 Limitations of the Study

The study faced several limitations that should be noted to provide context to its findings. Firstly, the correlational survey design used in this research inherently limited the ability to establish causal relationships between Facebook use and marital stability. This design focused on identifying associations rather than proving direct causality, which left room for other confounding variables to influence the results. Additionally, the reliance on descriptive tendencies to collect data restricted the depth of understanding regarding the nuances of the observed relationship.

While this provided a focused context, it limited the generalizability of the findings to other regions or constituencies in Kenya or globally. Embakasi West, as one of the 17 constituencies in Nairobi County, had unique socio-economic and cultural dynamics that may have

influenced marital stability and Facebook use, making it difficult to extend the results to other populations with different contexts.

The target population consisted of 930 married individuals, drawn exclusively from two churches Deliverance Church Community and the Gospel Church International Central Assembly. This focus on church members excluded married individuals who did not attend these churches, potentially introducing bias into the study. This sampling approach may not have fully represented the diversity of marital experiences and Facebook use among all married individuals in the constituency.

The study adopted proportionate sampling and employed a computer-based Random Number Generator to select participants. While this ensured randomness, it may have overlooked more nuanced characteristics of the population. The use of the Krejcie and Morgan (1970) method to determine the sample size was statistically sound; however, the reliance on predefined confidence intervals and error margins may not have fully captured outliers or unique cases within the population.

The use of standardized scales the Facebook Intensity Scale (Ellison, 2007; and the ENRICH Marital Satisfaction (EMS) scale (Travers 2023), while these tools were validated and widely used, they may not have fully reflected cultural and contextual nuances specific to the Kenyan context, potentially limiting the cultural relevance of the results.

To overcome the issue of bias in sampling, a computer-based Random Number Generator was employed to ensure fair and representative participant selection. The study utilized validated and updated measurement tools, such as the Facebook Intensity Scale revised by Travers (2023), to improve the reliability and relevance of the data collected. The proportionate sampling method ensured that each category of the target population was adequately represented, reducing the risk

of under- or over-representation of any group. These measures enhanced the reliability and credibility of the study's findings.

4.10 Chapter Summary

This study adopted a correlational survey design to explore the relationship between Facebook use and marital stability among married individuals in Embakasi West Constituency, Nairobi County, Kenya. The chapter presented findings derived from the socio-economic demographic questionnaire, the Facebook Intensity Scale, and the ENRICH Marital Satisfaction (EMS) Scale.

Data collection involved the use of a researcher-generated sociodemographic questionnaire alongside standardized instruments. The collected data were systematically presented, analysed, and interpreted to shed light on the interplay between Facebook use and marital stability. The findings of the chapter provided a foundation for the subsequent chapter, which delved into a discussion of the key findings, offered conclusions, and proposed recommendations for future research.

CHAPTER FIVE: DISCUSSION

5.1 Introduction

This chapter presents a comprehensive discussion of the study's results, comparing them with key findings from similar studies conducted globally. The discussion addresses the study's three primary objectives while also examining the socio-demographic characteristics of the respondents, including their gender, age, highest academic qualification, and years in marriage. Furthermore, the chapter revisits the conceptual framework to evaluate the relationships among the variables explored in the study.

5.2 Demographic Characteristics

The study involved 300 respondents, comprising both male and female participants, drawn from a target population of 930 married individuals residing in the Deliverance Church Community and the GCI Central Assembly Church Community within Embakasi West Constituency. The gender distribution revealed that 76 respondents (37.4%) were male, while 127 (62.6%) were female, indicating a predominantly female sample. In terms of age, the majority of respondents (n = 84, 41.4%) were aged between 31-40 years. This was followed by those aged 30 years and below (n = 57, 28.1%), while 38 respondents (18.7%) were aged 41-50 years. Participants aged 51-60 years accounted for 17 respondents (8.4%), and only 7 respondents (3.4%) were over 60 years old, reflecting a relatively younger demographic in the study population. Regarding academic qualifications, a significant proportion of respondents had attained a university degree (n = 64, 31.5%), followed by those with a master's degree (n = 38, 18.7%).

Respondents with diplomas accounted for 35 participants (17.2%), while those with post-secondary certificates and KCSE qualifications each comprised 27 respondents (13.3%). A smaller

proportion had completed primary education (KCPE) (n = 7, 3.4%), and only 5 respondents (2.5%) held a doctorate. The duration of marriage among respondents varied, with a significant proportion (n = 61, 30%) having been married for less than 5 years. Those married for 11-15 years accounted for 53 respondents (26.1%), while 51 respondents (25.1%) had been married for 6-10 years. A smaller number had been married for 16-20 years (n = 15, 7.4%), and 23 respondents (10.3%) reported being married for over 20 years. These demographic characteristics highlight the diversity of the study population, providing a basis for analyzing the relationship between Facebook use and marital stability among married individuals from the Deliverance Church Community and the GCI Central Assembly Church Community within Embakasi West Constituency.

5.3 Discussion

5.3.1 Levels of Facebook Use among Married Individuals

The findings from the first objective of the study, which investigated the levels of Facebook use among married individuals from the Deliverance Church Community and the GCI Central Assembly Church Community within Embakasi West Constituency, indicate that Facebook use was predominantly at a high level. Most participants reported that Facebook is part of their everyday activity, has become part of their daily routine, and helps them feel part of a larger online community. Use was also high in browsing others' profiles, trusting a partner's online activity, and liking when a significant other posts about the relationship.

The findings from the first objective, which examined the levels of Facebook use among married individuals from the Deliverance Church Community and the GCI Central Assembly Church Community within Embakasi West Constituency, revealed that Facebook use was predominantly high. Most participants reported that Facebook formed part of their daily activities, had become routine, and created a sense of belonging to a wider online community. High levels of

use were also noted in browsing others' profiles, trusting a partner's online activity, and appreciating when a partner posted about their relationship. The highest level of agreement was recorded for the statement "I like seeing other people's relationship updates on Facebook," which was supported by 66.0% (n = 134) of respondents.

At the moderate level, participants indicated that they sometimes felt disconnected when they had not logged in for some time, acknowledged that Facebook could cause drama or problems in relationships, and did not necessarily believe that relationship status should be displayed on the platform. Moderate use was also reported in monitoring a partner's profile or the activities of their partner's friends. Low levels of Facebook use were reported in statements such as feeling sorry if Facebook were to shut down, using Facebook mainly to meet new people, and believing that couples should display their happiness online.

The lowest level of agreement was recorded for the statement "Couples should demonstrate their happiness online," with only 22.2% (n = 45) of respondents supporting it. These findings are consistent with Iqbal and Jami (2019), who investigated the effect of Facebook use intensity on marital satisfaction among Pakistani married Facebook users. Their study similarly revealed that while Facebook promotes social connectedness and relational visibility, excessive use or reliance on online validation may present risks for marital harmony.

5.3.2 Levels of Marital Stability among Married Individuals

The second objective of the study sought to determine the levels of marital stability married individuals from the Deliverance Church Community and the GCI Central Assembly Church Community within Embakasi West Constituency. Findings revealed that the overall level of marital stability was high, with most respondents reporting satisfaction in various aspects of their relationships. A majority indicated that they understood their partners, were content with the

distribution of responsibilities, and expressed satisfaction with joint decision-making and conflict resolution processes. The highest level of agreement was recorded for the statement “I am happy with how we handle role responsibilities in our marriage,” with 70.0% (n = 142) of respondents expressing strong marital stability in this domain. Similarly, a large proportion affirmed that their marriages were successful, their emotional and spiritual needs were met, and that they were satisfied with the practice of shared religious beliefs within their families.

At the moderate level, responses were observed in areas related to communication, financial management, and relationships with extended family members. While 39.4% (n = 80) of participants expressed satisfaction with financial decision-making, another 28.1% (n = 57) raised concerns, suggesting that financial issues remain a moderate but notable source of tension within marriages. This variability highlights that financial compatibility continues to play a significant role in shaping the strength of marital relationships.

The lowest levels of stability were observed in matters of sexual and emotional intimacy. Only 17.7% (n = 36) of respondents agreed with the statement “I am pleased with how we express affection and relate sexually,” while more than half, 52.7% (n = 107), remained undecided. This finding implies that intimacy remains a sensitive and potentially unresolved component of marital stability, reflecting underlying communication barriers or emotional disconnect among couples.

These findings are consistent with Ezugwu and Azowue (2024), who examined marital instability among working-class couples in Enugu State, Nigeria, and observed similar trends. Their study found that while couples generally demonstrated strength in areas of shared values, religious practices, and role distribution, weaknesses persisted in emotional intimacy, financial management, and communication—factors that directly affected overall marital satisfaction. Similarly, Effa and Nwogu (2019) reported that effective communication, trust, and emotional

support were strong predictors of marital stability, while unresolved conflicts and poor financial management contributed to instability.

Compared to these studies, the current findings revealed slightly higher levels of marital stability, particularly in role responsibilities and value alignment. However, issues surrounding intimacy and financial communication appeared lower or comparable to those reported in the Nigerian context. This suggests that while married individuals from the Deliverance Church Community and the GCI Central Assembly Church Community within Embakasi West Constituency demonstrate strong relational cohesion and shared values, there remains a need for targeted interventions to strengthen intimacy and financial communication as key dimensions of sustainable marital stability.

5.3.3 Relationship Between Facebook Use and Marital Stability

The third objective of the study sought to determine whether a relationship existed between Facebook use and marital stability among married individuals from the Deliverance Church Community and the GCI Central Assembly Church Community within Embakasi West Constituency. The correlation analysis revealed a strong and statistically significant positive relationship between the two variables ($r = 0.612$, $p = 0.000$). This indicates that as Facebook use increases—when practiced in a respectful, transparent, and balanced manner—marital stability also tends to improve. The positive correlation suggests that couples may be effectively using Facebook to enhance communication, express affection publicly, share experiences, and maintain emotional closeness even amidst busy lifestyles.

Interestingly, these findings differed from the initial analysis ($r = 0.168$, $p = 0.017$), which had indicated only a modest relationship. The stronger correlation observed in the updated analysis underscores that Facebook use may play a more substantial role in shaping marital dynamics than

initially assumed. Constructive engagement through Facebook—such as sharing joint posts, affirming each other online, or supporting each other’s social interests—can foster a sense of belonging, validation, and mutual appreciation within the marriage. However, the findings also imply that unhealthy patterns of Facebook use, such as secrecy, emotional infidelity, excessive time online, or monitoring a partner’s activity, may introduce tension, mistrust, or jealousy, thereby eroding marital stability.

These findings align with Kodzai (2015), who studied the influence of Facebook usage on marital relationships in Gwabalanda, Zimbabwe, and concluded that social media can both strengthen and strain relationships depending on the nature and purpose of engagement. Similarly, Iqbal and Jami (2019) found that while Facebook promotes connectedness among couples, overuse or misuse can lead to conflict and emotional detachment.

Compared to these studies, the current findings revealed a stronger positive relationship, suggesting that among married individuals from the Deliverance Church Community and the GCI Central Assembly Church Community within Embakasi West Constituency, Facebook is more often utilized as a tool for relational maintenance rather than conflict generation. This may reflect growing digital literacy and maturity in online communication among Kenyan couples, emphasizing that when used responsibly, social media can serve as a supportive extension of marital interaction rather than a source of instability.

5.4 Suggested Improvement of Theory

The social exchange theory, which emphasizes that relationships are maintained through a cost-benefit analysis where individuals seek to maximize rewards and minimize costs, can be improved by incorporating the unique dynamics introduced by social media platforms like

Facebook. In the context of the current study, the theory should account for how online interactions and digital communication influence perceptions of rewards and costs in marital relationships.

Facebook use can both enhance relationship rewards, such as increased emotional support and shared experiences, and introduce new costs, such as privacy concerns, jealousy, and misunderstandings. Therefore, the theory could be expanded to include digital behaviors and their psychological impacts as critical factors shaping the exchange process. This improvement would allow for a more nuanced understanding of how modern communication technologies mediate relational satisfaction and stability.

The social comparison theory, which suggests individuals evaluate themselves based on comparisons with others, could be refined to better reflect the complexities of online social environments. The current study highlighted that Facebook use can lead to positive marital outcomes through enhanced communication but may also trigger negative comparisons that harm marital stability. To improve the theory, it should explicitly integrate the role of social media algorithms that curate content, often emphasizing idealized portrayals of relationships, which can distort users' perceptions and lead to unrealistic standards and dissatisfaction. Enhancing the theory with considerations of curated online content and the frequency of exposure to such material would deepen its explanatory power concerning marital stability in the digital age, especially in contexts like married individuals from the Deliverance Church Community and the GCI Central Assembly Church Community within Embakasi West Constituency where social media use is prevalent.

5.5 Revisiting Conceptual Framework

Figure 3, presents the revisited conceptual framework of this study showing the Relationship between Facebook Use and Marital Stability among married individuals from the

Deliverance Church Community and the GCI Central Assembly Church Community within Embakasi West Constituency. The aim of revisiting conceptual framework is to determine whether the variables being studied have remained the same or whether they changed during the course of study or even after the study. Figure 3 shows the reconstructed conceptual framework after the data analysis.

Figure 3. Relationship between Facebook Use and Marital Stability

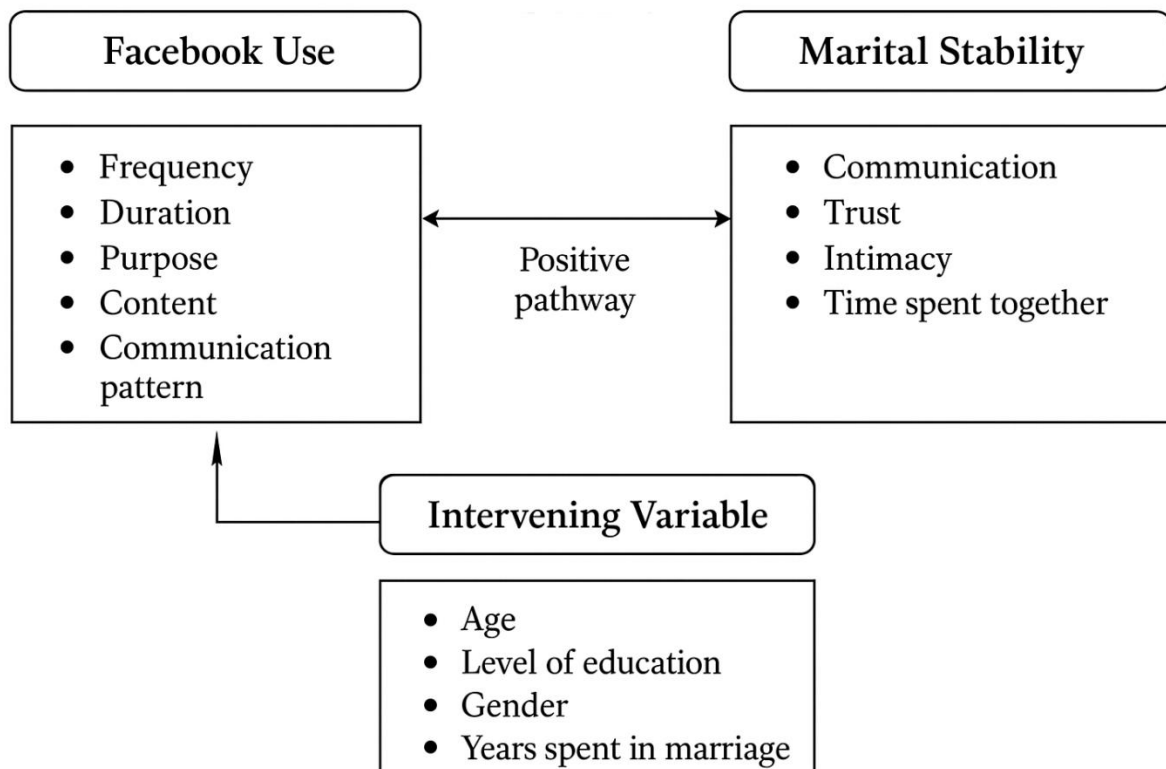


Figure 5 presents a conceptual framework that reflects how the study’s findings have refined and expanded the original understanding of the relationship between Facebook use and marital stability among married individuals in Embakasi West Constituency. This framework incorporates evidence from the data analysis, offering a clearer and more detailed explanation of how Facebook use influences marital relationships.

The framework illustrates that Facebook use affects marital stability through two distinct pathways—positive and negative. On the positive side, responsible and open use of Facebook, marked by transparent communication, shared online interactions, and emotional expression, promotes trust, closeness, and overall marital satisfaction. Participants who demonstrated balanced social media engagement reported stronger emotional connections and higher levels of mutual understanding with their partners.

On the other hand, the negative pathway shows that excessive, secretive, or compulsive Facebook use can generate mistrust, jealousy, and emotional distance, reducing communication quality and threatening marital stability. This finding adds depth to the original conceptualization by revealing that the influence of Facebook on marriage depends on how it is used and the level of mutual understanding between partners.

The framework also highlights the central role of intervening factors—particularly trust and communication quality in shaping the relationship between Facebook use and marital stability. While demographic variables such as age, gender, education level, and years spent in marriage were found to influence how individuals engage with Facebook, it is the quality of communication and mutual trust that ultimately determine whether Facebook use strengthens or weakens marital bonds.

A new insight introduced in this framework is the recognition of a two-way relationship between Facebook use and marital stability. The findings indicate that marital stability can also influence how couples behave on Facebook. Stable marriages encourage transparent and positive online interactions, while unstable relationships are often associated with secrecy, avoidance, or conflict-related social media behaviors. The framework also considers the influence of contextual

factors such as cultural values, technological exposure, and individual personality traits, which may moderate the relationship between Facebook use and marital outcomes.

This conceptual framework provides a deeper, evidence-based understanding of how Facebook use interacts with marital stability. It emphasizes that Facebook itself is not inherently harmful or beneficial to marriages; rather, its effects depend on the level of trust, communication, and intentionality that couples maintain in their online engagement and overall relationship dynamics.

5.6 Summary

This chapter presented a discussion of the findings with reference to existing literature. The sample consisted of married individuals from Embakasi West Constituency. The chapter confirmed consistency between the current study's findings and past studies conducted in different contexts, thereby supporting the hypothesis that there is a significant relationship between Facebook use and marital stability.

Past studies supported the current study's findings by revealing that Facebook use influences various aspects of marital stability, both positively and negatively, depending on the nature and extent of its use. The findings were further explained and supported by Social Exchange Theory, which highlights how perceived benefits and costs affect relationship dynamics, and Social Comparison Theory, which accounts for how comparisons made through social media interactions impact marital satisfaction and stability.

CHAPTER SIX: SUMMARY, CONCLUSION, AND RECOMMENDATIONS

6.1 Introduction

This chapter presents a summary of the study's findings, conclusion, and recommendations that are derived from the research study. The chapter also makes recommendations for future research on the topic.

6.2 Conclusion

The key findings of this study align with empirical evidence from previous research, confirming the presence of a significant linear relationship between Facebook use and marital stability. The study highlighted how Facebook use is deeply integrated into daily routines, serving as a medium for maintaining social connections and fostering a sense of community. However, it also illuminated potential negative implications, such as heightened jealousy and misunderstandings, which can strain marital relationships. These results underscore the dual nature of social media as both a facilitator of connection and a potential source of conflict in intimate relationships.

Facebook's role in shaping relational dynamics emerged prominently in the findings. For some married individuals, the platform was instrumental in strengthening bonds through shared experiences, communication, and expressions of affection. Conversely, behaviors such as partner monitoring, interactions with ex-partners, and disagreements over relationship content shared on the platform were identified as sources of tension. This duality illustrates that the impact of Facebook on marital stability is contingent on how individuals and couples navigate its use. The study emphasizes the importance of establishing boundaries and fostering open communication to mitigate the potential adverse effects of social media on relationships.

The findings also shed light on the broader determinants of marital stability, such as mutual understanding, effective communication, role responsibility, and conflict resolution. These factors were shown to influence relationship satisfaction significantly. The study revealed that while social media can influence marital dynamics, the foundation of stability often rests on interpersonal skills and shared values. For instance, satisfaction with financial decision-making, shared leisure activities, and religious practices were all positively associated with greater harmony in relationships. This suggests that while social media is a modern influencer, traditional elements of marital stability remain pivotal.

Finally, the study underscores the importance of adopting a balanced approach to social media use in marital relationships. While platforms like Facebook can enhance connection and communication, they also introduce new challenges that require thoughtful navigation. Married individuals who prioritize trust, transparency, and mutual respect are better positioned to leverage the benefits of social media while minimizing its drawbacks. These conclusions provide a nuanced understanding of how modern technology intersects with traditional relationship dynamics, offering valuable insights for couples, counselors, and policymakers aiming to promote healthy marital relationships.

6.3 Recommendations

Counselling Professionals/Practitioners in Nairobi County: The findings suggest that counselling professionals should consider integrating discussions about social media use into their therapy sessions for married couples. Specifically, practitioners should help couples navigate the complexities of Facebook use, addressing issues such as excessive time spent on the platform, inappropriate interactions, and potential breaches of trust. They should emphasize the importance of setting boundaries for social media use and encourage open communication between partners

about their online activities. Additionally, counsellors can develop tailored interventions that promote digital literacy and foster a better understanding of how online behaviors can impact marital satisfaction.

Counselling Discipline: Counselling profession needs to acknowledge the increasing influence of social media on marital relationships. As such, professional bodies should incorporate training modules focused on managing the impact of social media in marital counselling. Guidelines and toolkits should be developed to equip practitioners with effective strategies for addressing issues related to social media use, such as jealousy, communication breakdown, and reduced intimacy. Collaboration with researchers to update counselling practices and interventions based on emerging trends in social media use and its implications for relationships would further enhance the industry's relevance and effectiveness.

Counsellor Training and Educational Institutions: Educational institutions should revise their curricula to include specific courses on the psychological and relational effects of social media. Training programs should focus on equipping future counsellors with skills to analyze and address the impact of Facebook use on marital stability. Role-playing exercises, case studies, and research-based learning can be incorporated into the training to give students hands-on experience. Institutions should also encourage interdisciplinary learning by collaborating with technology experts to provide insights into the design and functionality of social media platforms, thus enabling counsellors to understand their influence more comprehensively.

Policymakers: Policymakers should consider creating awareness campaigns aimed at educating the public on responsible social media use within families and relationships. These campaigns could be implemented through various media channels to highlight the importance of balancing online and offline interactions. Policymakers can also collaborate with counselling

associations to develop community-based programs that provide guidance on maintaining marital satisfaction in the digital age. Furthermore, initiatives such as providing funding for research into the intersection of technology and relationships would support the development of effective interventions and policies.

Married Individuals: Married individuals are encouraged to proactively manage their social media habits to enhance their relationship satisfaction. Establishing clear boundaries on the frequency and purpose of Facebook use can help mitigate potential conflicts. Married individuals should prioritize open dialogue about their online interactions and foster mutual trust to reduce feelings of jealousy or insecurity. Moreover, they should allocate dedicated time for face-to-face interactions to strengthen their emotional connection and intimacy, ensuring that social media does not replace meaningful in-person engagement. By working together, married individuals can strike a balance between their online and offline lives, fostering a more harmonious relationship.

6.4 Recommendations for Further Research

Despite the robustness of the findings generated from this study, some limitations were recognized, which can be addressed in future research. First, this study primarily focused on the relationship between Facebook use and marital satisfaction within Nairobi County. Future studies could expand the geographical scope to include diverse regions, both urban and rural, to provide a more comprehensive understanding of the phenomenon across different cultural and social contexts. Additionally, researchers could explore the influence of other social media platforms such as Instagram, Twitter, and TikTok, to compare how various platforms uniquely impact marital satisfaction.

Second, this study employed a quantitative design, which limited the depth of insight into the personal and emotional experiences of participants. Future research could incorporate

qualitative or mixed-method approaches to capture the lived experiences and nuanced perspectives of married individuals regarding their social media use and its implications for marital relationships. Such methodologies could reveal deeper psychological and emotional underpinnings that are not easily captured through quantitative analysis alone.

Lastly, the study focused on specific variables related to Facebook use, such as frequency, duration, and purpose. Future research could examine additional variables, including the influence of privacy settings, digital communication patterns, and the impact of social media addiction on marital satisfaction. Longitudinal studies could also be conducted to assess the long-term effects of social media use on marital relationships over time. By addressing these gaps, future research can build on the current findings to provide a richer and more holistic understanding of the interplay between social media use and marital dynamics.

6.5 Chapter Summary

Chapter six of the dissertation focuses on summarizing the study's findings, drawing conclusions, and providing recommendations based on the relationship between Facebook use and marital satisfaction. The chapter begins by presenting key findings, which highlight significant relationships between various levels of Facebook use—such as frequency, duration, purpose, content, and communication patterns—and marital satisfaction dimensions, including communication, trust, intimacy, and time spent together. These findings affirm that Facebook use has both positive and negative influences on marital relationships, depending on how the platform is utilized.

The chapter then delves into detailed conclusions, emphasizing the interplay between social media use and marital dynamics. It underscores that while Facebook can enhance communication and provide platforms for shared experiences, excessive or inappropriate use may

erode trust, reduce quality time, and negatively affect intimacy. The conclusions reflect the complexity of the issue, pointing to both the opportunities and challenges presented by social media in modern marital relationships.

Building on these insights, the chapter provides targeted recommendations for various stakeholders, including counseling professionals, the educational institutions, policymakers, and married couples. These recommendations stress the need for tailored counseling interventions, the integration of social media literacy into training curricula, and the formulation of policies that promote healthy social media use. The chapter concludes with suggestions for future research, encouraging broader geographic scopes, diverse methodologies, and exploration of other social media platforms to deepen the understanding of this evolving area. Collectively, the chapter provides a comprehensive synthesis of the study, bridging findings with actionable steps for practice and further inquiry.

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APPENDICES

APPENDIX I: INFORMED CONSENT FORM

Dear participant

My name is Nelly M. Ndivo, a post-graduate student at the Institute of Youth Studies, Tangaza University. I am conducting research investigating on “*relationship between Facebook Use and Marital Stability among Married Individuals in Embakasi West constituency*”. I have a questionnaire on Facebook use and marital stability and would appreciate if you can spare some time to fill the questions. I am requesting you to participate in this study by responding to the questions on the questionnaire given.

It will take 30 minutes to go through the questionnaire and responding to the questions. Kindly read and understand before filling the questionnaire. Your privacy will be further safeguarded by the fact that any information you provide on the survey will be confidential and will only be used to advance this research. Do not reveal name or identity in any manner on the questionnaire. You are under no obligation to participate in this study, and you are free to withdraw at any time.

Withdrawing or opting out will not result in any penalties or repercussions.

Thank you

NELLY M. NDIVO

| |
|--|
| |
| Name of the researcher: NELLY M. NDIVO |
| Position of the researcher: STUDENT IN MA PROGRAMME |

Address of the University:

Tangaza University, Langata, Nairobi, Kenya, 15055-00509,

Signed by researcher.....Date.....

Statement to be signed by the participant

I confirm that the organizer has explained fully the nature of the project and the range of activities which I am asked to undertake and that I have received an information sheet. I confirm that I have had adequate opportunity to ask questions about this project.

- In understanding that my participation is voluntary and that I may withdraw at any time during the project, without having to give a reason
- I agree to take part in this project, by participating in the interviews

Signed by participant.....Date.....

APPENDIX II: QUESTIONNAIRE FOR PARTICIPANTS

The questionnaire has 3 sections: that is Section 1= Demographic characteristics of the participants, Section 2= Facebook use, Section 3= Marital stability.

The findings of this study will be academic purposes only. All the information that will be shared will remain confidential. Answering all the questions will enhance the success of this study.

Section A: Demographic characteristics of participants

Instructions

Please tick [√] the appropriate box for your response. Thank you!

1. Gender of participants

Male []

Female []

2. Age of participants

30 and below []

31-40 []

41- 50yrs []

51-60 []

Over 60 []

3. Highest academic qualification of participants

KCPE []

KCSE []

Post-Secondary Certificate []

Diploma []

Degree []

Masters []

Doctorate []

4. **For how long have you been married?**

Less than 5 years []

6-10years []

11-15years []

16-20years []

Over 20 years []

SECTION B: FACEBOOK USE

Below is list of statements that indicate Facebook Use. Kindly Indicate your degree of agreement or disagreement with the following statements by circling each for an item on scale ranging from 1-5, where 1= Strongly Disagree, 2= Disagree, 3= Undecided, 4=Agree, and5= Strongly Agree

| | | 1 | 2 | 3 | 4 | 5 |
|----|---|---|---|---|---|---|
| 5 | Facebook is part of my everyday activity | | | | | |
| 6 | I am proud to tell people I'm on Facebook | | | | | |
| 7 | Facebook has become part of my daily routine | | | | | |
| 8 | I feel out of touch when I haven't logged onto Facebook for a while | | | | | |
| 9 | I feel I am part of Facebook community | | | | | |
| 10 | I would be sorry if Facebook shut down | | | | | |
| 11 | I use Facebook to meet new people | | | | | |
| 12 | I browse their profile on Facebook | | | | | |
| 13 | I trust my significant other's online activity | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| 14 | I check on my significant other's Facebook profile | | | | | |
| 15 | I check my significant other's Facebook profile to see his/her activity online | | | | | |
| 16 | I check my significant other's Facebook to see the activity of his /her Friend's pages | | | | | |
| 17 | I know my significant other has ex-lovers on his / her Facebook page | | | | | |
| 18 | I like when my significant other posts on his/her about me/us | | | | | |
| 19 | I like seeing other people's status updates about their relationships on Facebook | | | | | |
| 20 | I think couples should demonstrate their happiness online | | | | | |
| 21 | Relationship status should not be on a Facebook profile | | | | | |
| 22 | I think Facebook causes problems in relationships | | | | | |
| 23 | Facebook is used as a tool to monitor other's online activity | | | | | |
| 24 | I think Facebook causes drama in relationships | | | | | |
| 25 | I think couples should set guidelines about proper Facebook activity | | | | | |
| 26 | Online surveillance leads to Facebook related jealousy | | | | | |
| 27 | Women indulge more in online surveillance and experience about their spouse than men. | | | | | |

Source; Nicole b. Ellison (2007)

SECTION C MARITAL STABILITY

Below is list of statements that indicate Marital stability. Kindly Indicate your degree of agreement or disagreement with the following statements by circling each for an item on scale ranging from 1-5, where 1= Strongly Disagree, 2= Disagree, 3= Undecided, 4=Agree, and 5= Strongly Agree

| | | 1 | 2 | 3 | 4 | 5 |
|----|---|---|---|---|---|---|
| 28 | My partner and I understand each other perfectly | | | | | |
| 29 | I am pleased with the personality characteristics and habits of my partner | | | | | |
| 30 | I am happy with how we handle role responsibilities in our marriage | | | | | |
| 31 | My partner understands and sympathizes with my every mood | | | | | |
| 32 | I am happy about our communication and feel my partner understands me | | | | | |
| 33 | Our relationship is a success | | | | | |
| 34 | I am happy about how we make decisions and resolve conflicts | | | | | |
| 35 | I am happy about our financial position and how we make financial decisions | | | | | |
| 36 | My needs are being met in my relationship | | | | | |
| 37 | I am happy with how we manage our leisure activities and the time we spend together | | | | | |
| 38 | I am pleased with how we express affection and relate sexually | | | | | |
| 39 | I am satisfied with the way we handle our responsibilities as parents | | | | | |
| 40 | I have never regretted my relationship with my partner, not even for a moment | | | | | |
| 41 | I am satisfied with our relationship with my parents, in-laws and friends | | | | | |
| 42 | I feel good about how we each practice our religious beliefs and values | | | | | |

Source: Mark Travers (2023)

APPENDIX III: TANGAZA PERMISSION FOR DATA COLLECTION



TANGAZA UNIVERSITY

Teaching Minds, Touching Hearts, Transforming Lives.....

OFFICE OF THE CHAIRMAN INSTITUTIONAL SCIENTIFIC AND ETHICS REVIEW COMMITTEE

E-mail: iserc@tangaza.ac.ke Website: www.tangaza.ac.ke

OUR Ref: TU/ISERC2025/01/0069

Date: 15th May 2025

The Commission Secretary,
National Commission for Science, Technology and Innovation
P.O. Box 30623,
Nairobi – Kenya.

Dear Sir/Madam,

Re: Recommendation for Research Permit – Nelly M. Ndivo

This is to confirm that Nelly M. Ndivo is a PI in a researcher protocol which was submitted to TU-ISERC for review. The protocol was reviewed and approved for research permit.

Nelly wishes to carry out a research under the title *"Relationship between Facebook Use and Marital Stability among Married Individuals in Embakasi West Constituency, Nairobi County, Kenya"*.

I strongly recommend Nelly M. Ndivo to the Kenyan National Commission for Science, Technology and Innovation for issuance of a research permit. The permit will enable her to proceed to data collection for her study. Thanking you in advance for your cooperation.

Yours sincerely,

Dr. Daniel M. Kitonga (Ph.D., MBA)
Chairperson, TU-ISERC



APPENDIX IV: NACOSTI PERMIT

| | |
|--|--|
|  REPUBLIC OF KENYA |  NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION |
| Ref No: 666236 | Date of Issue: 25/June/2025 |
| RESEARCH LICENSE | |
|  | |
| <p>This is to Certify that Miss., NELLY MWETHYA of Tangaza University , has been licensed to conduct research as per the provision of the Science, Technology and Innovation Act, 2013 (Rev.2014) in Nairobi on the topic: Relationship between Facebook Use and Marital Stability among married Individuals in Embakasi West Constituency, Nairobi County, Kenya. for the period ending : 25/June/2026.</p> | |
| License No: NACOSTI/P/25/4175319 | |
| 666236 Applicant Identification Number |  Deputy Director NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION |
| | Verification QR Code  |
| <p>NOTE: This is a computer generated License. To verify the authenticity of this document, Scan the QR Code using QR scanner application.</p> | |
| See overleaf for conditions | |

APPENDIX V: RESEARCH AUTHORIZATION LETTER



**OFFICE OF THE PRESIDENT
MINISTRY OF INTERIOR AND NATIONAL ADMINISTRATION**

Telegrams.....
Telephone: Nairobi 316845, 341666
When replying please quote

**COUNTY COMMISSIONER
NAIROBI COUNTY
P.O. Box 30124
NAIROBI**

REF: ED 10/6 VOL. XXXII (2)

9th July, 2025

**MISS NELLY MWETHYA
TANGAZA UNIVERSITY**

RE: RESEARCH AUTHORIZATION

Your letter dated 8th July, 2025 refers.

This office has no objection and authority is hereby granted to conduct research on the topic **“Relationship between Facebook Use and Marital Stability among Married Individuals in Embakasi West Constituency, Nairobi County, Kenya”** for the period ending 25th June, 2026.

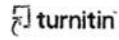
A handwritten signature in blue ink, appearing to read 'M. N. Wanjiku'.

**COUNTY COMMISSIONER
NAIROBI COUNTY
P. O. Box 30124-00100, NBI
TEL: 341666**

**MARTIN N. WANJIKU
For: COUNTY COMMISSIONER
NAIROBI**

Copy to: Deputy County Commissioner
EMBAKASI WEST SUB-COUNTY

APPENDIX VI: PLAGIARISM PERCENTAGE



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A Flag is not necessarily an indicator of a problem. However, we'd recommend you focus your attention there for further review.

TANGAZA UNIVERSITY
University Librarian
P.O. Box 15055 - 00509,
Nairobi.



APPENDIX VII: AUTHORISATION LETTER

From: Nelly Mwethya< nelly.mwethya58@gmail.com>;

Date: Wed, May 29, 2024 at 1:41 PM

Subject: REQUEST FOR PERMISSION TO USE FACEBOOK INTENSITY
SCALE

To: < enicole@umich.edu>;

Request for Permission to use Facebook Intensity Scale

Dear Nicole Ellison,

I am Nelly Ndivo, a Master's degree student at Tangaza University Nairobi,
Kenya. I am currently writing a research thesis for my thesis on Relationship
between Facebook Use and Marital Stability among married individuals in Embakasi
West Constituency, Nairobi. Kenya
will contribute positively towards my work.

Therefore, I am humbly requesting and seeking your permission to use the Facebook
Intensity Scale in my study. In addition, I greatly appreciate your immense
contribution in the field of Psychology.

Yours truly,

Nelly Ndivo.

18/00668 Tangaza University I have read some of your work and I have realized that your
Facebook Intensity scale

Nicole Ellison

3:23 PM (41 minutes ago)

to me

to Hi

Thank you for your interest in our measures. Information about the Facebook Intensity Scale is available here: <http://www-personal.umich.edu/~enicole/scale.html>

Note we've updated the measures we use for FB use and in more recent papers asked about time on platform, number of friends, and number of 'actual' friends as individual items.

Also of interest: the time on platform survey item (which includes a link to translated versions) is explored more in this Ernala et al. paper.

You are welcome to use any of the measures as long as proper attribution is used. Please let me know if you have any questions. Good luck with your project!

Nicole

Nicole Ellison

Karl E. Weick Collegiate Professor of Information

School of Information

University of Michigan

Thank you so much for your feedback. Thank you for your response. Thank you for the information.

APPENDIX VIII: MAP OF EMBAKASI WEST CONSTITUENCY

