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MOBILE PHONE INFLUENCE ON SEXUAL BEHAVIOUR OF UNDERGRADUATE STUDENTS: A CASE STUDY OF JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY, KENYA

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Abstract

Purpose: The study sought to examine the influence of mobile phone use on sexual behaviour of university students: a case study of Jomo Kenyatta University of Agriculture and Technology, Kenya. The study specifically, sought to examine the effect of characteristics of mobile phones users, uses and gratification of mobile phones and the frequency of using mobile phones on sexual behaviour of university students in Jomo Kenyatta University of Agriculture and Technology, Kenya.

Methodology: The research design that was adopted was descriptive in nature. The study also used both quantitative and qualitative data obtained from the respondents using questionnaires and Focus Group Discussions (FGDs) guides. Quantitative data was collected using questionnaires while qualitative data was collected using Focus Group Discussions. The study adopted a stratified random sampling technique to select the sample size from the three strata, which are the various Faculties in JKUAT. The study then used Fisher's formula to arrive at an adequate scientific sample size of 384 students who were targeted using convenient sampling, that is those that are ready to respond to the questionnaires and the Focus Group Discussions (FGDs). The quantitative data in this research was analyzed using descriptive statistics and inferential statistics using SPSS v22.0.

Results: It was concluded that male students are more likely to use protection consistently compared to female students. In addition, the findings imply that consistency in condom use is a factor that is dependent on the age of the individual. In addition, relationship status is a contributor to the behaviour of the students sexually. For those that are in serious relationships, their use of protection declines due to the build-up of emotional and intimate trust towards each other. The findings likewise indicate that the student's usage of mobile phones correlates significantly with the consistent use of protection for safe sex. Those students who have had their phones since they joined Campus are more likely to practice safe sex. In addition, heavy users of mobile phones are likely to practice safe sex including those who browse the internet for news updates.

Unique contribution to theory, policy and practice: The study recommends the media practitioners need to step up the production of morally acceptable media content and offer a platform for advertising and campaigning for sexual conduct by encouraging and stressing the use of protection. The Ministry of Health and Ministry of Education should actively involve the undergraduate students in reproductive information awareness campaigns for ensuring positive attitudes towards responsible sexual behaviour and promoting best sexual practices.

Keywords: *Undergraduate students, mobile phone use, characteristics of mobile phones users, frequency of using mobile phones, uses and gratification, sexual behaviour.*

1.0 INTRODUCTION

1.1 Background of the Study

Young people represent the highest proportion of global consumers of mobile technology. Globally, more than 93% of the world's population is covered by mobile phone networks, and more than 87% of people living in the developing world are mobile phone subscribers (Ippoliti & L'Engle, 2017). Due to declining mobile phone costs and increasing reliance on mobile phones as essential commodities, mobile phone use is on the rise, even in the most resource-poor settings. Mobile phone ownership among youth in low to-middle income countries is steadily increasing. Text messaging is the most popular form of mobile phone communication, particularly among young people. A study of seven African countries (South Africa, Nigeria, Senegal, Kenya, Ghana, Tanzania, and Uganda) by Ippoliti and L'Engle (2017) documented that texting was substantially more popular among individuals ages 18–34 than those 35 and older.

With the proliferation of mobile technology and connectedness over the past decade, it is becoming clearer that social media utilization is also part of this relationship. Yet, there are still gaps in the literature concerning social media use concerning mobile phone use and sexual risk behaviour among adolescents in general (Landry, 2017). Young people's use of mobile phones has been seen to expand dramatically in Africa in both urban and rural contexts (Josias, et al. (2012). Social media and Social Network Sites (SNS) are an evolving area for sexual health communication with young people. They present opportunities and challenges for sexual health professionals and young people alike, such as learning through interactivity and addressing concerns about privacy (Evers, Albury, Byron & Crawford, 2013).

In 2016, 62.9% of people around the world owned a mobile phone, and the number is predicted to reach 67% by 2019. In China, mobile phone ownership is much higher than the global average. The number of mobile phone users in China reached 1.42 billion by November 2017, although this figure includes all mobile phones and not just mobile phones which are the focus of the current investigation (Yang, 2018). Mobile phone ownership prevailed in China in 2015 at 58 per cent (Poushter, 2016). Although mobile phones, particularly mobile phones, offer advantages in terms of communication and access to data, there is increasing proof that they may have adverse impacts and that their use may become difficult among a tiny minority of people (Hussain et al. 2017).

In Uganda, Suhail (2017) confirmed that most University students own smartphones and they are using them to carry out various activities that include calling, sending and receiving email, sending and receiving text messages, scheduling appointments, banking, watching movies, listening to

audio clips, online shopping, library, interacting on social media networks, playing nonacademic interactive games, and reading documents. Owing to diversification into electronic services which are one of the diverse smart features of a mobile phone, many people have embraced the use of mobile phones and the industry has seen consistent profits (Cytton, 2018). To alleviate the uptake, in Kenya, the availability of cheap internet and camera-enabled cell phones has made it cheaper to afford a mobile phone as well as to send messages a common activity for some teens (Communications Authority of Kenya, 2018). For instance, a case study of the Technical University of Mombasa indicated that students prefer to consume their news via mobile phones but the majority of those say that they are dependent on a free and properly functioning WI-FI. In Kenya, youth make up a considerable proportion of urban populations, and many of them live in the numerous informal settlements or slums in Nairobi (Beguy et al., 2013). As mobile phones have been linked by several studies such as Jarl and Moberg Lundén (2015), Biwott (2017), Sumathi, Lakshmi and Kundhavai (2018) to various behavioural outcomes such as sexual conduct, academic performance among others, there seems to be a growing need for the current study to shed more light on the issue. Thus, the current study sought to investigate the effect mobile phones have on their sexual behaviour by specifically looking at university students.

1.1 Statement of the problem

Communication technology is evolving rapidly and has its benefactors across all ages and cultures. Youths on campuses (universities and colleges) have found a way into the technologically ravaging world and they spend more time with their mobile phones, television sets, laptops, palmtops, all accessing the internet for a variety of reasons (Lanre-Babalola, 2018). Mobile phones have been able to provide this utility/satisfaction to students all across the globe and Kenya is not an exemption. However, the use of mobile phones by providing the ease of access to this information creates a major dilemma in youth sexual behaviour which to the negative side it has propagated an unbecoming behaviour. This is because the electronic media which consists of many social networking sites such as Facebook, Twitter, WhatsApp, Instagram etc., is characteristic of an inflock of sexual contents and materials (Lanre-Babalola, 2018).

The contribution of mobile phones towards irresponsible sexual attitudes, beliefs, and behaviour, including early sexual debut, is quite profound. The Ministry of Health has noted that there were 2,830 AIDS-related deaths among youth aged 15-24 years in Kenya accounting for 10% of all total AIDS-related deaths in 2017. Approximately 54% of these deaths occurred in nine of the 47 counties where Nairobi contributed 294 of them (MoH, 2018). This is attributed to the increasing irresponsible sexual behaviour which is also attributed to mobile phone usage. This figure indicates the number of the working population that the country loses to AIDs alone which could be attributed to the problem of electronic media. Kithuka (2014) also noted that approximately 60% of the students in universities have had sexual intercourse. Besides, there was an inconsistent trend in the use of protection among university students at Jomo Kenyatta University of Agriculture and Technology. Besides, owing to the introduction of Pre-exposure prophylaxis (PrEP) in 2018, condom use had dropped and there has been an increase in sexually transmitted infections. This is a worrying trend that poses a significant risk/threat of contracting Sexually Transmitted Infections to young people. This has been attributed to the unregulated use of mobile phones among undergraduate students. Thus, this study sought to find out the link between the use of mobile

phones and this kind of prevalence of sexual behaviour among undergraduate students at Jomo Kenyatta University of Agriculture and Technology.

Also, there has been quite a scant pool of empirical evidence to address the problem. For instance, Jarl and Moberg Lundén (2015) analysed the impact of mobile phones and news consumption in Kenya and looked at a case of technical devices are used by students at the Technical University of Mombasa (TUM). However, the study presented a contextual and conceptual gap since the findings could not be generalized on the common youth in Kenya or to the population of students as a whole at TUM. Biwott (2017) looked into the optimization Model of Internet Usage among Kenyan Public Universities by focusing on Moi University Nairobi Campus. However, the study presented a conceptual gap since it failed to show the contribution of mobile phones to the sexual behaviour of the students. Furthermore, Sumathi, Lakshmi and Kundhavai (2018) presented a conceptual gap since the focus was on academic performance rather than sexual behaviour. These among other studies are an indication of the scant studies that have focused on the current problem under study. Thus, it is worthwhile for the current study to examine the influence of mobile phone use on sexual behaviour of undergraduate students at Jomo Kenyatta University of Agriculture and Technology, Kenya.

1.3 Research Objective

1.3 Purpose of the study

To examine the mobile phone influence on sexual behaviour of undergraduate students: a case study of Jomo Kenyatta University of Agriculture and Technology, Kenya.

1.3.1 Specific Objectives

- i. To examine the effect of mobile phone social networking on sexual behaviour of undergraduate students in Jomo Kenyatta University of Agriculture and Technology, Kenya.
- ii. To investigate the influence of mobile phone entertainment on sexual behaviour of undergraduate students in Jomo Kenyatta University of Agriculture and Technology, Kenya.
- iii. To establish the effect of mobile phone research and academics on sexual behaviour of undergraduate students in Jomo Kenyatta University of Agriculture and Technology, Kenya.

1.4 Research Questions

- i. What is the effect of mobile phone social networking on sexual behaviour of undergraduate students at Jomo Kenyatta University of Agriculture and Technology, Kenya?
- ii. What is the influence of mobile phone entertainment on sexual behaviour of undergraduate students at Jomo Kenyatta University of Agriculture and Technology, Kenya?
- iii. What is the effect of mobile phone research and academics on sexual behaviour of undergraduate students at Jomo Kenyatta University of Agriculture and Technology, Kenya?

2.0 LITERATURE REVIEW

2.1 Theoretical Review

The study was grounded by the Uses and Gratification Theory, Social Learning Theory and the Cultivation Theory.

2.1.1 Uses and Gratification Theory

Historically, the theory was coined and developed by three scientists known as Elihu Katz and Jay Blumler, in the 70s as a reaction to traditional mass communication research emphasizing the sender and the message (Katz, Blumler & Gurevitch, 1973). The most commonly referred to as uses and gratifications theory in the context of the use of technological devices such as mobile phones generally refer to the appreciation of the output or the features recreated or modified by the mobile phone (McQuail, 1994). It is very instrumental in explaining the gratifications derived from the communications programs (mobile phones) by the students in the universities. It has been widely used to link the media channels such as TV, mobile phones, online/internet games, digital music among others to the reception of the audience in context, how they appreciate them and how eventually they behave afterwards.

2.1.2 Selective exposure theory (SET)

SET is a theory used in the media and communication sector, referring to individuals' tendency to favour/bias/skew information which reinforces their pre-existing views while avoiding contradictory information (Hart, Albarracín, Eagly, Brechan, Lindberg & Merrill, 2009). As per the theory, individuals tend to select specific aspects/topics/themes of exposed information that they incorporate into their mindset, based on their perspectives, beliefs, attitudes and decisions. They tend to filter and dissect the information they receive and select favourable evidence, in the event of ignoring the unfavourable ones (Sullivan, 2009).

Therefore, in the current context, the SET informs the current study that students exposed to several media content via their mobile phones tend to filter and gratify the content related to sex which is more relevant to them physically, emotionally and sexually. They would prefer to visit sights that are more fun (entertaining, erotic, socially binding among others) than those that are straightforward or news related. In the event, with the appreciation of the media contents filtered to their preference and social appeal, the students develop the culture that is depicted in the contents and thus, they develop the sexual orientation, love and gratification to certain sexual behaviour.

2.1.3 Social presence theory (SLT)

The theory was founded by psychologists John Short, Ederyn Williams, and Bruce Christie, who describe Social Presence Theory as the capacity of media channels to communicate social signals to individuals. In essence, the theory represents the degree to which a person is perceived to be a real person in their computer-mediated communication or virtual environments. The theory assumes that more contact with individual increases the key components of presence that are greater **intimacy** - influenced by several factors, such as physical distance, eye contact, smiling, and personal topics of conversation (Argyle & Dean, 1965) and **Immediacy** - conceptualized by

Wiener and Mehrabian (1968), as paraphrased by Cobb (2009), as a measure of psychological distance that a communicator puts between himself and the object of his communication).

The theory is relevant to the current study since the measure of social media has been captured by the use of mobile phones to foster intimacy with sexual behaviour. The continuous use of mobile phones cultivates the social presence of undergraduate students (the real person) by bringing their social networks closer to them. Social presence, therefore, invokes the feeling of being there with a “real” person in the students (Bailenson & Welch, 2018). With the mobile phone paving way for access to online explicit sexual content, SLT explains the connection from a social psychological perspective and posits that learning, of sexual behaviour, from the online platform to the real world, is not purely behavioural, rather a cognitive process that takes place in a social context (Abdullahi & Abdulquadri, 2018). That is more likely to permit sexual attitudes such as accepting casual/premarital/oral/anal/virginal sex as exhibited in the online sex scenes (Brown & L'Engle, 2009).

2.2 Empirical Literature

2.3.1 Mobile phone social networking and sexual behaviour

Given the huge societal debate on the impact of mobile phone usage on our daily lives, Montag et al. (2015) undertook a study to investigate mobile phone usage in the 21st century by focusing on WhatsApp. The findings proved that the use of WhatsApp accounted for about 20% of all mobile phone behaviour compared to Facebook. The personality trait extraversion was positively associated with daily WhatsApp use. Lehmilller and Ioeiger (2014) likewise researched social networking mobile phone applications and sexual health outcomes among men who have sex with men. The study found that there was no significant mean difference between app users as well as non-users in the frequency of receptive anal sex without a condom. However, the study found that there was a significant and positive relationship between app users with more than one sexual partner and the prevalence of STI. These findings indicate that app users may be more sexually active on social media platforms where their identity is not easily revealed (for introverts).

Deursen (2015) conducted an online survey to understand the role of mobile phone usage types, emotional intelligence, social stress, self-regulation, age, and gender on habitual or addictive mobile phone behaviour. The study targeted 386 respondents. It was discovered that habitual mobile phone use is an important contributor to addictive mobile phone behaviour. People who extensively use their mobile phones for social purposes develop mobile phone habits faster, which in turn might lead to addictive mobile phone behaviour. However, emotional intelligence was found to not influence habitual or addictive mobile phone behaviour, while social stress positively influences addictive mobile phone behaviour, and a failure of self-regulation seems to cause a higher risk of addictive mobile phone behaviour.

2.3.2 Mobile phone entertainment and sexual behaviour

Magsamen, Dowd, Abuljadail, Alsulaiman and Shareefi (2015) studied the life-span differences in the uses and gratifications (entertainment) of tablets for older adults. The study used paper-based and online surveys including 847 respondents. The study thus confirmed 4 principle uses of tablets which included information seeking, social purposes, style and trend as well as for leisure.

It was established differences among the uses of tablets across the lifespan, with older adults using tablets recording the highest means for information seeking.

In a Chinese context, Chang (2017) sought to analyse the effects associated with Snapchat usage among young people. The study used an online survey platform by targeting 1,749 respondents. They generally indicated 5 different gratifications (entertainment convenience, attention-seeking, escape, information seeking and socialization). The study, in addition, indicated that the youth commonly use Snapchat to chat/connect with friends, share photos and videos, make a story, apply a filter, and save to memories which brings an element of socialization, convenience, attention-seeking, temporarily escape from pressure and responsibilities, and to also seek for information.

In Kenya, Warwimbo (2015) sought to investigate the gratifications sought from social media by Kenyan users and leverages for local ICTS development. The study specifically looked to test the audience gratification typologies and the gratifications sought by different Facebook users in the country and in achieving such conclusive results, the study used two research methods: descriptive & diagnostic survey. The study targeted 384 respondents sampled from approximately 29 million Kenyan Internet users. It was discovered that the majority of the users had an active Facebook account while slightly and thus concluded that most Facebook users accessed Facebook to read and comment on their newsfeed and also to socialize with their peers and friends. The leading gratification factors and the prevailing usage patterns which were found to be influenced by theoretical constructs could be leveraged, as discussed, in the design of local ICTs.

2.3.3 Mobile phone research and academics and sexual behaviour

Zhao et al. (2018) investigated the relationship between Smartphone Use and Academic Performance in a Sample of Tertiary Students in Singapore. This study specifically was interested in the use of smartphones to support their school-related learning and how these activities relate to CGPA. For seven consecutive days, 176 students from three academic programs recorded their daily smartphone use for learning. It was found that the more students utilized their smartphone for university learning activities, the lower their CGPA. The outcome of this study suggests a need to evaluate and better understand the instructional uses of smartphones for tertiary students.

Lepp, Barkley and Karpinski (2015) assessed the relationship between cell phone use and actual college grade point average (GPA) after controlling for known predictors. Therefore, 536 undergraduate students from 82 self-reported majors at a large, public university were sampled and the findings indicated that cell phone use was significantly and negatively related to actual college GPA after controlling for demographic variables, self-efficacy for self-regulated learning, self-efficacy for academic achievement, and actual high school GPA, which were all significant predictors.

Hansson and Jobe (2016) analyzed the daily usage of mobile phones for new activities for Kenyan Elite runners. By using a participatory action research approach where thirty (30) young Kenyan runners' appropriation and day-to-day use of mobile phones were used, the research focused on how the participants used the mobile phones, their applications, and the Web-based software to improve their learning, training, living conditions, and social interactions. This amounted to a total of 346,832 applications that were used (*smartphones, launchers and contacts formed the basic applications*). From the study findings, it was indicated that there was significant use of

communication, camera, native applications and applications for running. Mobile phone use was concluded to act as a pivotal tool for real-life improvements such as improved learning, current events awareness and social interactions for poor people in a developing country.

Recently, Arefin, Islam, Mustafi, Afrin and Islam (2018) sought to understand the impact of mobile phone addiction on the academic performance of business students. The research used primary data where it targeted 247 respondents by use of a structured questionnaire. The findings indicated that five (5) mobile phone addiction factors (which included positive anticipation, impatience, withdrawal, daily-life disturbance, and cyber friendship) had a significant relation to the academic performance of the business students of Bangladesh. It was thus, suggested that the students need to reduce the intense use of mobile phones for smoothly doing their daily-life activities.

2.3 Summary of the Literature Review and Research Gaps

According to Magsamen-Conrad (2015), the study was able to identify the lifespan differences in the uses and gratifications of tablets by looking at the implications for older adults. The study was also able to identify the four types of gratifications by the older adults: 1) Information Seeking, 2) Relationship Maintenance, 3) Style, 4) Amusement and Killing time, and added one additional use category 5) Organization. However, the study does not exhaust all the gratifications aimed to be achieved by tablet users. In addition, the study focused on older adults who according to the gratification theory are not much of heavy users of mobile phone technology as young people especially undergraduate students.

The study by Njoroge (2013) suffers a methodological deficiency despite being able to show the relevance and significance of social media among university students in selected universities in Nairobi, Kenya. The target population for this study included 80 university students the youth in 4 selected universities in Nairobi, Kenya. This sample size is quite small to offer a more in-depth analysis on causality research and thus the study was not able to give a conclusive report. In addition, the study did not indicate the rationale for the choice of the sample size across the four universities.

Hansson and Jobe (2016) analyzed the daily usage of mobile phones with regard to new activities for Kenyan Elite runners. The research focused on how the participants used the mobile phone, their applications, and the Web-based software to improve their learning, training, living conditions, and social interactions. This technique combined with the 346,832 applications that were used gave profound results. However, the study could not replicate the findings and conclusions from a behavioural perspective especially by focusing on the sexual behaviour of the participants since it focused on new activities for Kenyan Elite runners.

Lee *et al.* (2016), Tangmunkongvorakul *et al.* (2019) and Landry, Turner, Vyas and Wood (2017) were able to link the use of the mobile phone on the sexual behaviour of the respondents in the respective contexts. However, their findings were based in more developed countries whose generalization could not fit the Kenyan perspective. These among other studies carried out prove that there is still a deficiency in the research done that presents several limitations and knowledge gaps that need to be fixed.

3.0 RESEARCH METHODOLOGY

The research design that was adopted was descriptive. The study also used both quantitative and qualitative data obtained from the respondents using questionnaires and Focus Group Discussions (FGDs) guides. Quantitative data was collected using questionnaires while qualitative data was collected using Focus Group Discussions. The study adopted a stratified random sampling technique to select the sample size from the three strata, which are the various Faculties in JKUAT. The study then used Fisher's formula to arrive at an adequate scientific sample size of 384 students who were targeted using convenient sampling, that is those that are ready to respond to the questionnaires and the Focus Group Discussions (FGDs). The quantitative data in this research was analyzed using descriptive statistics and inferential statistics using SPSS v22.0.

4.0 FINDINGS AND PRESENTATIONS

4.1 Response Rate

Out of the total of 384 questionnaires issued out to the respondents, a total of 384 questionnaires, were properly filled and returned. This represented an overall successful response rate of 82.03% as shown in Table 1. The 69 unreturned represented the non-response rate of 17.97%. Some students did not respond to most of the questions, others filled them wrongly and were not useful for the study. This is so because according to Allen (2016) and also Rindfuss (2015), a response rate of above 50% is adequate for a descriptive study.

Table 1: Response Rate

Response	Frequency	Percentage
Returned	315	82.03%
Unreturned	69	17.97%
Total	384	100%

Source: Research Data (2020)

4.2 Relationship between mobile phone social networking and sexual behaviour and Sexual behaviour of University Students

The findings indicate that there is a high probability of consistent condom use (by 1.692 times) for those students who own mobile phones compared to those who do not. The relationship was found to be statistically significant with a chi-square value of 4.975 and a p-value of 0.001. (OR=1.692, ($\chi^2= 4.975$, $p=0.026$)).

In addition, there is a high probability of consistent condom use (by 1.072 times) for those students who consider mobile phone applications to be more convenient compared to those who consider mobile phone sites to be more convenient. The relationship was found to be statistically significant with a chi-square value of 59.475 and a p-value of 0.000. (OR=10.111, ($\chi^2= 59.475$, $p=0.000$)). The study established that there is a high likelihood of consistent condom use (by 1.099 times) for those students who frequently use their mobile phones for messaging compared to those who use them for normal phone calls (OR=1.099, $\chi^2= 0.483$, $p=0.785$). Likewise, there is a high likelihood of consistent condom use (by 1.002 times) for those students who frequently use their mobile

phones for Face timing/video chatting compared to those who use them for normal phone calls (OR=1.002, $\chi^2= 0.483$, $p=0.785$).

The study also, established that there is a less probability of consistent condom use (by 0.998 times) for those students who frequently chat with their friends and peers compared to those who chat with their boyfriends/girlfriends (OR=0.998, $\chi^2= 0.102$, $p=0.950$). There is also a less likelihood of consistent condom use (by 0.750 times) for those students who frequently chat with their family and relatives compared to those who chat with their boyfriends/girlfriends (OR=0.750, $\chi^2= 0.102$, $p=0.950$).

Nevertheless, the study established that there is a less likelihood of consistent condom use (by 0.321 times) for those students who frequently use Facebook to surf online compared to those who do not (OR=0.321, $\chi^2= 5.386$, $p=0.002$). There is a less probability of consistent condom use (by 0.536 times) for those students who frequently use Instagram to surf online compared to those who do not (OR=0.536, $\chi^2= 18.121$, $p=0.009$). However, there is a high probability of consistent condom use (by 1.228 and 3.453 times) for those students who frequently use Snapchat (OR=1.228, $\chi^2= 5.386$, $p=0.002$) and YouTube (OR=3.453, $\chi^2= 15.058$, $p=0.003$) respectively to surf online compared to those who do not. In addition, the study indicated a less likelihood of consistent condom use (by 0.560 times) for those students who frequently use WhatsApp to surf online compared to those who do not (OR=0.560, $\chi^2= 13.496$, $p=0.002$).

This implies that the majority of the students who have mobile phones are likely to use protection consistently. Since most of them prefer the use of mobile phone apps for convenience, this choice statistically links to the consistency in condom use. It likewise implies that they like to buy mobile phones due to the reasons of social statuses and for social impressions. The majority bought them for sexting/messaging and social networking. Thus, it can be noted that the use of mobile Apps is a statistical factor that conveniently enables the students to link up with their friends and peers with ease even without browsing the websites. In addition, they were found too likely to use social media apps like Facebook, Instagram, Snapchat, YouTube and WhatsApp. These Apps are consumer-friendly and cost-effective and thus give the students a higher chance of choice.

Therefore, with regard to the consistent condom use, Facebook, Instagram, YouTube and WhatsApp except for Snapchat were found to statistically decrease the student's odds to use protection. It is attributed to the social media purpose of spreading the message about safe sex which mostly the social media Apps do not except for their websites which allow for advertisements.

The findings are consistent with those of Montag et al. (2015) who revealed a statistically significant relationship where females were found to be active and heavy users of WhatsApp compared to males and younger age was associated with a longer duration of WhatsApp use. While the personality trait Extraversion was positively associated with daily WhatsApp use, the regression analysis indicated a negative association with the period/length of daily WhatsApp use. Thus, it was concluded that mobile phones dominate the current generation and particularly WhatsApp offers a strong impact.

Table 2: Cross-tabulation and regression analysis between mobile phone social networking and sexual behaviour of University Students

Variables in the Equation		Consistent condom use		Odd ratio		Chi-square	
		No	Yes	OR	P (B)	(χ^2)	P (χ^2)
Do you own a mobile phone	No	3(3.2%)	0	1		4.975	0.026
	Yes	91(96.8%)	154(100%)	1.692	0.001		
which do you think is more convenient to use on a mobile phone (Mobile sites/Mobile Apps)	Mobile sites	9(9.6%)	91(59.1%)	1	1.000	59.475	0.000
	Mobile Apps	85(90.4%)	63(40.9%)	1.072	0.000		
Which among the following do/would you mostly consider (prioritize) while buying your mobile phone?	Normal phone calls	15(16%)	20(13%)	1	1.000	0.483	0.785
	Messaging	27(28.7%)	48(31.2%)	1.099	0.842		
	Face timing/video chatting	52(55.3%)	86(55.8%)	0.998	0.996		
Whom do you frequently use your mobile phone to socialize with?	My boyfriend/girl friend	27(28.7%)	42(27.3%)	1	1.000	0.102	0.950
	Friends and peer	53(56.4%)	90(58.4%)	1.002	0.995		
	Family and relatives	14(14.9%)	22(14.3%)	0.75	0.563		
Frequency of use of phone to surf online	No	29(30.9%)	48(31.2%)	1	1.000	0.003	0.958
	Yes	65(69.1%)	106(68.8%)	1.06	0.881		
Frequency of use of Facebook	rarely	28(29.8%)	9(5.8%)	1		26.362	0.020
	often	66(70.2%)	145(94.2%)	0.321	0.003		
Frequency of use of Instagram	rarely	32(34%)	18(11.7%)	1		18.121	0.009
	often	62(66%)	136(88.3%)	0.536	0.051		
Frequency of use of Snapchat	rarely	57(60.6%)	70(45.5%)	1		5.386	0.002
	often	37(39.4%)	84(54.5%)	1.228	0.250		
Frequency of use of YouTube	rarely	39(41.5%)	29(18.8%)	1		15.058	0.003
	often	55(58.5%)	125(81.2%)	3.453	0.002		
Frequency of use of WhatsApp	rarely	25(26.6%)	14(9.1%)	1		13.496	0.000
	often	69(73.4%)	140(90.9%)	0.56	0.082		
Constant				0.094	0.022		

*The first category was used as a reference category

Source: Field Survey Data (2020).

The students were further requested to link the uses and gratifications they get from mobile phones and sexual indulgence. These were their major discussions.

Student 1: *I prefer to download applications rather than visiting their websites. Apps are real-time and cost-effective to me and money in campo is like gold.*

Student 2: *I love Snapchat and IG (referring to Instagram) because I can post my professional photos and get followers on my profile. It's all about my status and what I want my friends and the public to see about me. It has to be dope and IG and Snapchat are my best. There I can see trendy fashions and meet new friends*

Student 3: *The use of Facebook to me is purely for linking up with friends nothing much. It is easy to connect. If and when I get new friends we hook up, meet and the next is determined by the proceeding factors.*

Student 3: *There are many Apps apart from the ones you have mentioned. Social dating apps and websites. I have seen a friend who is in a relationship now after using the app and I think I can go with that too. You know trust out there is earned. So if I get a new friend and we go on a couple of dates, I have to know your status first before plunging my feet into the relationship.*

4.3 Relationship between mobile phone entertainment and sexual behaviour and Sexual behaviour of University Students

The results indicated that there is a high likelihood of consistent condom use (1.201 times) by those students who use their mobile phones to play video games compared to those students who watch movies on their mobile phones. The relationship was found to be significantly represented by a chi-square value of 1.201 and a p-value of 0.005 (OR=1.201, $\chi^2= 5.757$, $p=0.006$). The results indicated that there is a high likelihood of consistent condom use (2.218 times) by those students who use their mobile phones to watch video songs compared to those students who watch movies on their mobile phones. The relationship was found to be significantly represented by a chi-square value of 2.218 and a p-value of 0.005 (OR=2.218, $\chi^2= 5.757$, $p=0.006$).

The study also, established that there is a less probability of consistent condom use (by 0.764 times) for those students who frequently use their mobile phones on weekends compared to those who use them occasionally (OR=0.764, $\chi^2= 0.276$, $p=0.871$). There is also a less likelihood of consistent condom use (by 0.469 times) for those students who use their mobile phones daily compared to those who use them occasionally (OR=0.469, $\chi^2= 0.276$, $p=0.871$).

The results further indicated that there is a high likelihood of consistent condom use by those students who mostly use their mobile phones only for 4 to 8 hours a day (2.027 times) and for more than 8 hours a day (1.002 times) compared to those students who mostly use their mobile phones for less than 4 hours a day. The relationship was found to be statistically insignificant given its p-value is greater than the conventional 0.05 threshold ($\chi^2= 2.091$, $p=0.352$). The finding likewise indicated that there is a less likelihood of consistent condom use (0.584 times) by those students who use their phones in class compared to those students who do not use them in class. The relationship was found to be statistically significant (OR=0.584, $\chi^2= 2.994$, $p=0.004$).

These findings attribute to the cultivation process of the use of mobile phones and the sexual behaviour of the students. It indicates that the students cultivate a culture of using mobile phones and since they like to use them for chatting, sexting and socializing, the behaviour is likely to be influenced. The findings indicate that their usage of mobile phones correlates significantly with the consistent use of protection for safe sex. In addition, heavy users of mobile phones are likely

to practice safe sex. This implies that such students are likely to encounter more information about the use of protection and practice of safe sex as compared to those who do not.

However, those who use their mobile phones at night as well as for more hours stand at a lower chance of practising safe sex. This has been attributed to the fact that most of the late-night browsers are inclined to sexting and chatting with their sexual partners rather than for news updates or business/academic purposes.

This was supported by the FGDs responses where some students responded by stating *“during the day you spend most of the time in class and running around so when you use your phone, it’s for common messages and tweets. But at night you get all the freedom to text and call your girlfriend. You can even sext and find yourself having called your girlfriend over for a sleepover”*

Another one stated that *“given my definition of sex as having orgasmic pleasures, during sexting, it is easy to masturbate at that time. I’m pretty sure you don’t need a condom”*

In another instance, the student indicated; *“when you have been texting with your boyfriend all day and you are sexually aroused, the only thing is to meet him. I don’t even have to go pick up a condom from my room, I just get a cab to his place and then it happens. Besides we have been in a long-term relationship so I am not worried about our sexual safety, but Kuna maswali (questions)...”*

These findings were consistent with those of Landry and Wood (2017) and Lyons et al. (2011) who found a statistically significant positive association between high-frequency SMS and higher sexual risk behaviour over 16 months. Social media was found to provide a context in which teenagers, who need social acceptance and satisfaction and are still developing self-regulatory skills, can be vulnerable to unexpected pressures or risk opportunities. Social networks have the potential to expand and amplify existing peer relationships, which are well documented as influencing risky behaviour.

Table 3: Cross tabulation and regression analysis between mobile phone entertainment and sexual behaviour of University Students

Variables in the Equation	Consistent condom use		Odd ratio		Chi-square		
	No	Yes	OR	P (B)	(χ^2)	P (χ^2)	
Which of the following do you prefer to use your mobile for entertainment?		15(16%)	22(14.3%)	1	1	5.757	0.006
	Video games	10(10.6%)	35(22.7%)	1.201	0.029		
	Video songs	69(73.4%)	97(63%)	2.218	0.002		
When do you mostly use your mobile phone	Occasionally	2(2.1%)	4(2.6%)	1	1	0.276	0.871
	Only on Weekends	39(41.5%)	59(38.3%)	2.356	0.764		
	Every day	53(56.4%)	91(59.1%)	2.048	0.469		
How many hours do you approximately spend while using your mobile phone in a day for entertainment	Less than 4 hours	14(14.9%)	22(14.3%)	1	1	2.091	0.352
	4 - 8 hours	17(18.1%)	40(26%)	2.027	0.833		
	More than 8 hours	63(67%)	92(59.7%)	1.002	1.000		
Do you use your mobile phone while in class?	Yes	22(23.4%)	52(33.8%)	1	1	2.994	0.004
	No	72(76.6%)	102(66.2%)	0.584	0.004		
Constant	-0.243	1.022	0.056	0.784	0.812		

*The first category was used as a reference category

Source: Field Survey Data (2020).

In the focus group discussions, the students were asked to indicate their thoughts on their usage (frequency) of mobile phones and sexual behaviour. They responded as follows:

One of the students indicated the following: *social media in broad helps us people connect with friends and given the social acceptance sought especially for we ladies, it is very rare to find a fashionable lady without a smartphone. We want attention and if we can get that attention from many people, the better. From me, a mobile phone has given us girls that platform and pictures are the most used for display.*

From the group discussions, most of them indicated *that mobile phones provide access to a wider scope of networks and having a good mobile phone to support these applications is a priority to many*

One student likewise indicated the following: *the mobile websites nowadays include mature/explicit content and that drives the motive of mobile phone users. I am a heavy consumer of mobile phone content and I like Instagram so that I get to see the beautiful and Voluptuous models and socialites (like Huddah, Vera Sidika, Corazon Kwamboka among others) who advertise their bodies. Their site is very tempting and increases my sexual desire to have such girls.*

A perspective from female students was similar to the above response where the student indicated the following: *I have explored many sites and apps and I know of apps like Tinder and Telegram, which is explicit in their content. Pornography is even on Twitter with some Twitter handles purely designated for the same. From there I explore the various sex, love and romantic scenes, which at the end of the day I would wish to experiment with someone somehow. Thus, not just for me but many gals, will be hooked up on their mobile phones watching them especially at night. We are very secret and don't want our sexual life put in public.*

4.4 Relationship between mobile phone research and academics and sexual behaviour and Sexual behaviour of University Students

The results indicated that there is a high likelihood of consistent condom use (1.067 times) by those students who use their mobile phones to use to get information about their academic updates compared to those students who do not use to get information about their academic updates. The relationship was found to be insignificant represented by a chi-square value of 1.067 and a p-value of 0.809 (OR=1.201, $\chi^2= 0.355$, $p=0.551$).

The results, also, indicated that there is a high likelihood of consistent condom use (2.285 times) by those students who mostly browse the internet for research regarding their field of study compared to those students who rarely browse the internet for research regarding their field of study. The relationship was found to be significantly represented by a chi-square value of 7.545 and a p-value of 0.008 (OR=2.285, $\chi^2= 7.545$, $p=0.006$).

The study also, established that there is a high probability of consistent condom use (by 1.790 times) for those students who frequently browse the internet to get updated on news compared to those who rarely browse the internet to get updated on news. The relationship was found to be significantly represented by a chi-square value of 5.093 and a p-value of 0.032 (OR=1.790, $\chi^2= 5.093$, $p=0.024$).

Table 4: Cross-tabulation and regression analysis between mobile phone research and academics and sexual behaviour of University Students

Variables in the Equation		Consistent condom use			P (B)	(χ^2)	P (χ^2)
		No	Yes	OR			
Do you use your mobile phone to get information about your academic updates	Yes	47(50%)	71(46.1%)	1	1	0.355	0.551
	No	47(50%)	83(46.1%)	1.067	0.809		
How many times, on your phone, do you browse the internet for research regarding your field of study?	Rarely	30(31.9%)	26(16.9%)	1	1	7.545	0.006
	Most of the times	64(68.1%)	128(83.1%)	2.285	0.008		
How many times, on your phone, do you browse the internet to get updated on news?	Rarely	56(59.6%)	69(44.8%)	1	1	5.093	0.024
	Most of the times	38(40.4%)	85(55.2%)	1.7900	0.032		
Constant		-0.448	0.322	1.936	0.639	0.164	

*The first category was used as a reference category
 Source: Field Survey Data (2020).

4.5 Sexual behaviour

4.5.1 Prevalence of responsible sexual behaviour

The findings in Table 5 revealed that the majority of the students (78.7%) had ever had sexual intercourse while 21.3% of the students indicated that they had never had sexual relationships. This is an indication of high sexual prevalence among undergraduate school students in Kenya.

Table 5: Descriptive tabulation of sexual prevalence

Statement	Category	Frequency	Per cent
Ever had sex before	No	67	21.3
	Yes	248	78.7
	Total	315	100

Source: Field Survey Data (2020).

4.5.2 Usage of protection

The results from the usage of protection as protection during sex indicated that 62.1% of the students who engage in sex, consistently use protection for safe sex. In addition, the findings indicated that 39.9% of the respondents in the last 6 months have used protection 5 to 10 times while 36.7% of them have used it less than 5 times. This is an indication that the majority use protection less than 10 times within 6 months.

Table 6: Use of protection during sex

Statement	Category	Frequency	Per cent	Valid Percent
Do you consistently use protection during sex to ensure safe sex	No	94	29.8	37.9
	Yes	154	48.9	62.1
	Total	248	78.7	100
Frequency of using protection in the last 6 months	Less than 5 times	91	28.9	36.7
	5 to 10 times	99	31.4	39.9
	More than 10 times	58	18.4	23.4
	Total	248	78.7	100

Source: Field Survey Data (2020).

After a discussion with the students, they responded to irresponsible sexual behaviour as:

Student 1: *Sex without protection with multiple partners*

Student 2: *I think it's all about risky sex acts; without protection*

Student 3: *Sex without care for the consequences of the outcome e.g., rape, when drunk, under intense emotions, etc.*

Student 4: *Risky/irresponsible sexual behaviour includes unprotected intercourse, multiple sex partners, and illicit drug use. The use of alcohol and illicit drugs greatly increases the risk of gonorrhoea, chlamydia, trichomoniasis, hepatitis B, and HIV/AIDS. Trauma from penile-anal sex has been identified as risky sexual behaviour.*

Student 5: *Sex without using protection even without knowing each other's statuses*

The students were also asked to describe their opinions towards the use of protection in and out of relationships and the majority of them indicated that it is very useful. These were some of their responses:

Student 1: *There is only one thing you can trust in this sexual life, a condom. The rest will come only if you trust your partner and you are tested.*

Student 2: *Raw sex is on another level, of sexual intimacy and pleasure. But being stupid is another thing altogether. For me, I can't neglect the use of condoms but it will depend. Sometimes when I go partying, I have to be with my boyfriend. I can't take chances.*

Student 3: *Tough question, but it depends. However, the common denominator remains that you take care of yourself. The first time I had sex I used a condom and for some time it was like that. Then I tried without, and it changed my perception of a condom. This does not mean I don't use it but it is a personal choice especially if you are in a serious relationship or not.*

Student 4: *With your partner (boyfriend/girlfriend) it's not a must. It might raise questions about trust if you introduce the topic of condom use. It did for me and my ex-boyfriend was mad at me like I think he's cheating. For one who is cheating (don't cheat hehe) it's good to take care of the one you are cheating on or let the relationship go.*

Student 5: *While some people claim that the use of a condom in a relationship suggests mistrust. I say you can never be too careful. As a lady, a condom helps you to avoid both any STDs and unwanted pregnancy. Thus, in my opinion, a condom does not mean there is mistrust in a relationship, rather it means that the both of you are taking precautionary measures for your lives.*

From the responses (from the group discussion with the students and the questionnaire), it can be concluded that there was a common theme of unprotected sex where the students were fully aware that the use of protection and taking responsibility for the aftermath proved responsible sexual behaviour. This was evident even from those students who did not use protection.

4.5.2 Status Knowledge

The findings in table 7 indicate that majority of the respondents (58.5%) have been tested for HIV/AIDS and STIs. This is complementary to the consistency of condom use indicating that when the students know their statuses, they are likely to use make informed decisions regarding safe sex.

Table 7: HIV/AIDS and any STIs Testing

Statement	Category	Frequency	Per cent	Valid Percent
Are you tested for HIV/AIDS and any STIs you are aware of	No	103	32.7	41.5
	Yes	145	46	58.5
	Total	248	78.7	100

Source: Field Survey Data (2020).

4.5.2 Number of sexual partners

The findings in Table 8 below indicate that majority of the undergraduate students 57.1% have only one sexual partner while 7.6% of them indicated that they have more than two sexual partners. This is an implication that most of the undergraduate relationships are based on trust and there are few sexual relations with multiple partners, which contributes to the condom use decisions in a relationship.

Table 8: Body Count

Statement	Category	Frequency	Per cent	Valid Percent
How many sexual partners have you had this far?	Only one	180	57.1	57.1
	At least two	44	14	14
	More than two	24	7.6	7.6
	N/A	67	21.3	21.3
	Total	315	100	100

Source: Field Survey Data (2020).

4.5.6 Relationship between sexual relationships and sexual behaviour and sexual behaviour of University Students.

The sexual characteristics were correlated with the consistency of condom use and the findings are presented as in Table 9. The findings indicate that there is a less likelihood of consistent condom use (0.336 and 0.302times) by those students who used protection 5 to 10 times and more than 10

times respectively in the last 6 months compared to those students who use protection less than 5 times. The relationship was found to be significant represented by an odds ratio of 0.336 ($p=0.003$) and 0.302 ($p=0.005$) respectively ($\chi^2=15.502$, $p=0.003$).

The findings indicate that there is a high likelihood of consistent condom use (0.336 times) by those students who were tested for HIV/AIDS and STIs compared to those students who were not tested for HIV/AIDS and STIs. The relationship was found to be significant (OR=2.943, $p=0.001$; $\chi^2=10.470$, $p=0.002$).

The findings likewise indicated that there is a less likelihood of consistent condom use (8.075 and 8.408 times) by those students who have had at least 2 and more than 2 sexual partners respectively compared to those students who have only one sexual partner. The relationship was found to be significant represented by an odds ratio of 8.075 ($p=0.000$) and 8.408 ($p=0.004$) respectively ($\chi^2=28.959$, $p=0.001$).

These findings imply that the relationship characteristics of the undergraduate students have a role to play in their consistency in condom use. Testing for HIV/AIDS AND STIs can be linked to the number of sexual partners the individual has. This implies that the relationship will influence their decisions to use protection based on trust since they contribute more to condom use. When an individual has one partner, they are likely not to use protection because of their trust. Likewise, when the individual is tested for HIV/AIDS, they are likely to use protection to prevent themselves from getting infected if they test negative or to infect their partners if they test positive.

These findings corroborate those of Kågesten (2018) who indicates that the best way to measure negative sexual behaviour is by coital sex since the data can provide a useful insight into future sexual risk and well-being. However, according to Mirzaei, Ahmadi, Saadat and Ramezani (2016), many conditions can predispose an individual to engage in risky/irresponsible sexual behaviour such as hypersexuality disorder. These include but are not limited to more than one sexual partner, sex under the influence of alcohol and drugs, unprotected sexual intercourse, early debut in sexual activities.

Table 9: Cross-tabulation and regression analysis between relationship characteristics and sexual behaviour of University Students

Variables in the Equation		Consistent condom use		Odd ratio		Chi-square	
		No	Yes	OR	P (B)	(χ^2)	P (χ^2)
Frequency of using protection in the last 6 months	Less than 5 times	20(21.3%)	71(46.1%)	1	1	15.502	0.001
	5 to 10 times	47(50%)	52(33.8%)	0.336	0.003		
	More than 10 times	27(28.7%)	31(20.1%)	0.302	0.005		
Are you tested for HIV/AIDS and any STIs you are aware of	No	46(48.9%)	44(28.6%)	1	1	10.470	0.002
	Yes	48(51.1%)	110(71.4%)	2.943	0.001		
How many sexual partners have you had this far	Only one	77(86.5%)	51(50%)	1	1	28.959	0.001
	At least two	7(7.9%)	35(34.3%)	8.075	0.000		
	More than two	5(5.6%)	16(15.7%)	8.408	0.004		
Constant				0.802	0.531		

*The first category was used as a reference category

Source: Field Survey Data (2020).

5.0 SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Discussion

5.1.1 Influence of mobile phone social networking

The findings indicate that majority of undergraduate students own a mobile phone. And most of them prefer the use of mobile phone applications/ Apps because they are convenient to navigate and use. In addition, most of them prefer to use their phones to network and message/Sexting. Surfing online was also done majorly on mobile phones with the majority frequently using their mobile phones to socialize via Facebook, Instagram, Snapchat, WhatsApp and YouTube Apps.

The findings indicate that there is a high probability of consistent condom use for those students who own mobile phones compared to those who do not. In addition, there is a high probability of consistent condom use for those students who consider mobile phone applications to be more convenient compared to those who consider mobile phone sites to be more convenient. The study established that there is a high likelihood of consistent condom use for those students who frequently use their mobile phones for messaging compared to those who use them for normal phone calls. Likewise, there is a high likelihood of consistent condom use for those students who frequently use their mobile phones for Face timing/video chatting compared to those who use them for normal phone calls. The study, however, established that there is a less probability of consistent condom use for those students who frequently chat with their friends and peers compared to those who chat with their boyfriends/girlfriends. There is also a less likelihood of consistent condom use

(by 0.750 times) for those students who frequently chat with their family and relatives compared to those who chat with their boyfriends/girlfriends.

These findings were found to be consistent with those of Magsamen, Dowd, Abuljadail, Alsulaiman and Shareefi (2015) confirmed that information seeking, social purposes, style and trend as well as for leisure. It was established differences among the uses of tablets across the lifespan, with older adults using tablets recording the highest means for information seeking. They further coincide with those of Chang (2017) who indicated that the youth commonly use Snapchat to chat/connect with friends, share photos and videos, make a story, apply a filter, and save to memories which brings an element of socialization, convenience, attention-seeking, temporarily escape from pressure and responsibilities, and to also seek for information.

5.1.2 Influence of mobile phone entertainment

Thus, it has been found that there is a high likelihood of consistent condom use by those students who use their mobile phones to play video games compared to those students who watch movies on their mobile phones. The results indicated that there is a high likelihood of consistent condom use by those students who use their mobile phones to watch video songs compared to those students who watch movies on their mobile phones. The study also, established that there is a less probability of consistent condom use for those students who frequently use their mobile phones on weekends compared to those who use them occasionally. There is also a less likelihood of consistent condom use for those students who use their mobile phones daily compared to those who use them occasionally.

The results further indicated that there is a high likelihood of consistent condom use by those students who mostly use their mobile phones only for 4 to 8 hours a day and for more than 8 hours a day compared to those students who mostly use their mobile phones for less than 4 hours a day. The finding likewise, indicated that there is a less likelihood of consistent condom use by those students who use their phones in class compared to those students who do not use them in class.

These findings attribute to the cultivation process of the use of mobile phones and the sexual behaviour of the students. It indicates that the students cultivate a culture of using mobile phones and since they like to use them for chatting, sexting and socializing, the behaviour is likely to be influenced. The findings likewise, indicated that the relationship between consistent condom use and use of mobile phones every day as well as during the weekends is insignificant. The relationship between consistent condom use and interest in internet news was found to be statistically significant.

These findings were found to be consistent with those of Landry and Wood (2017) and Lyons et al. (2011) who found a statistically significant positive association between high-frequency SMS and higher sexual risk behaviour over 16 months. Social media was found to provide a context in which teenagers, who need social acceptance and satisfaction and are still developing self-regulatory skills, can be vulnerable to unexpected pressures or risk opportunities. Social networks have the potential to expand and amplify existing peer relationships, which are well documented as influencing risky behaviour.

5.2.3 Influence of mobile phone research and academics

The results indicated that there is a high likelihood of consistent condom use by those students who use their mobile phones to use to get information about their academic updates compared to those students who do not use to get information about their academic updates. The results, also, indicated that there is a high likelihood of consistent condom use by those students who mostly browse the internet for research regarding their field of study compared to those students who rarely browse the internet for research regarding their field of study. The study also, established that there is a high probability of consistent condom use for those students who frequently browse the internet to get updated on news compared to those who rarely browse the internet to get updated on news.

5.1.4 Sexual Characteristics

The findings revealed that the majority of the students had ever had sexual intercourse. The results from the usage of protection as protection during sex indicated that the majority of the students who engage in sex, consistently use protection for safe sex. The findings likewise indicated that the majority of the respondents have been tested for HIV/AIDS and STIs. This is complementary to the consistency of condom use indicating that when the students know their statuses, they are likely to use make informed decisions regarding safe sex. The findings indicated that the majority of the undergraduate students have only one sexual partner compared to having multiple sexual partners. This is an implication that most of the undergraduate relationships are based on trust and there are few sexual relations with multiple partners, which contributes to the condom use decisions in a relationship

The correlation findings indicate that there is a high likelihood of consistent condom use by those students who are tested for HIV/AIDS and STIs compared to those students who were not tested for HIV/AIDS and STIs the correlation was significant. The findings likewise indicate that there is a less likelihood of consistent condom use by those students who used protection more than 5 times in their last 6 months compared to those students who use protection less than 5 times.

These findings correspond to those of Kågesten (2018) who indicates that the best way to measure negative sexual behaviour is by coital sex since the data can provide a useful insight into future sexual risk and well-being. However, according to Mirzaei, Ahmadi, Saadat and Ramezani (2016), many conditions can predispose an individual to engage in risky/ irresponsible sexual behaviour such as hypersexuality disorder. These include but are not limited to more than one sexual partner, sex under the influence of alcohol and drugs, unprotected sexual intercourse, early debut in sexual activities.

5.2 Conclusion

It was concluded that male students are more likely to use protection consistently compared to female students. In addition, the findings imply that consistency in condom use is a factor that is dependent on the age of the individual. In the case of university students, the use of protection declines with the increase in age. This implies that as the students get older, they tend to engage in irresponsible sexual behaviour. This may be attributed to the factors that come into play like peer pressure, social culture of the university among others. In addition, relationship status is a contributor to the behaviour of the students sexually. For those that are in serious relationships,

their use of protection declines due to the build-up of emotional and intimate trust towards each other. Thus, the couples will tend to avoid the use of protection in their relationships. Likewise, as mentioned by some students in the FGDs, the introduction of the topic during intimacy is generally avoided to dispel the fear question about cheating on their partners. Thus, those already in long-term relationships are likely, to be honest with each other compared to those in casual relationships as well as those who are married

Given that most of the students who have mobile phones are likely to use protection consistently, the influence has been attributed to the convenience of using mobile applications. Likewise, most of the students value relationships, friendships and social networking. Thus, the use of mobile applications has offered them an easy platform for sexting/messaging and social networking. Unlike it is in mobile websites, mobile Apps do not advertise responsible sexual behaviour, therefore, decreasing the odds for responsible sexual behaviour. Given that the students have had their mobile phones for more than 1 year since they enrolled for higher education, the findings indicate that their usage of mobile phones correlates significantly with the consistent use of protection for safe sex. Those students who have had their phones since they joined Campus are more likely to practice safe sex. In addition, heavy users of mobile phones are likely to practice safe sex including those who browse the internet for news updates. This implies that such students are likely to encounter more information about the use of protection and practice of safe sex as compared to those who do not.

However, those who use their mobile phones at night as well as for more hours stand at a lower chance of practising safe sex. This has been attributed to the fact that most of the late-night browsers are inclined to sexting and chatting with their sexual partners rather than for news updates or business/academic purposes. Thus, it can be concluded that there was a common theme of unprotected sex where the students were fully aware that the use of protection and taking responsibility for the aftermath proved responsible sexual behaviour. This was evident even from those students who did not use protection. Given the students' awareness about the STIs, students believe in knowing their statuses by being tested for STIs. In addition, they prefer to stick to trustworthy relationships.

5.3 Recommendations

Based on the study findings recommends the following;

1. The study recommends the media practitioners be concerned about the general morality of the media content that is produced and aired via mobile phones. The applications should offer a platform for advertising and campaign for sexual conduct by encouraging and stressing the use of protection.
2. The Ministry of Health and Ministry of Education should actively involve the undergraduate students in reproductive information awareness campaigns for ensuring positive attitudes towards responsible sexual behaviour and promoting the best sexual practices.
3. The Government should come up with programmes that enhance the full participation of all stakeholders such as parents, teachers and religious leaders to communicate and campaign for sexual morality among undergraduate students.

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