IMPACT OF SOCIAL MEDIA ON INTERPERSONAL COMMUNICATION RELATIONSHIPS AMONGST COUPLES IN TANZANIA: A CASE OF DAR ES SALAAM   REGION

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A DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE MASTER DEGREE OF ARTS IN MASS COMMUNICATION OF THE OPEN UNIVERSITY OF TANZANIA

2017

CERTIFICATION

The undersigned certifies that she has read and hereby recommends for acceptance, by the Open University of Tanzania a dissertation entitled **"Impact of Social Media on Interpersonal Communication Relationships amongst Couples in Tanzania**: **A Case of Dar es Salaam***"* in partial fulfillment of the requirements for the Masters of Arts in Mass Communication (Strategic Corporate Communication) of the Open University of Tanzania.

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(Supervisor)

Date: ……………………….

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DECLARATION

I, Vincent Mpepo, declare that this dissertation is my own original work and that it has not been presented and will not be presented to any other university for the similar or any other degree award.

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Signature

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Date:

DEDICATION

I wish to dedicate this work to my beloved and dearest parents, the late Mr. and Mrs. William Vincent Mpepo (Herswida Daniel Mwimba), who brought me up, laid a concrete foundation for my life, and taught me to love books. I have always been very proud of them.

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ABSTRACT

This study examined the impact of social media on interpersonal communication relationships amongst couples in Tanzania: A case of Dar es Salaam Region. The study had three objectives: Firstly, to determine how couples spend time communicating through social media. Secondly, to find out the positive impact of social media on interpersonal communication relationships amongst couples; and lastly, to examine the negative impact of social media on interpersonal communication relationships amongst couples. The study applied descriptive survey research design, using both qualitative and quantitative to collect and analyze data. The study used a sample of 117 respondents from Dar es Salaam Region, in its three districts: Ilala, Kinondoni and Temeke.

The findings of this study indicated that 80 percent of couples spend four hours of their time per day for communicating through social media, while 20 percent do not. The findings showed that there is the positive impact of social media on interpersonal communication relationships amongst couples as 80 percent of respondents said communication helps them to strengthen their relationship, while 12 percent said they are not sure and 8 percent disagreed. The findings suggested that there is a need to provide seminars for couples on how to use social media and improve interpersonal communication relationships among them. Since the use of social media itself predicts that there is both positive and negative relationship between the use of social media and the people in relationship, engaged and marriage well-being. The study recommends that couples should be careful because social media are not reliable in terms of confidentiality and privacy.

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LIST OF ABBREVIATIONS

CMC   Computer Mediated Communication

FASS   Faculty of Arts and Social Sciences

ICT   Information Communication Technologies

KBPS   Kilobytes per Second

MBPS   Megabytes per Second

OUT   Open University of Tanzania

CHAPTER ONE

1.0 INTRODUCTION AND BACKGROUND

1.1 Introduction

This study examines the impact of social media on Tanzanian couples' relationships; specifically, their levels of interpersonal communication. The present chapter outlines the background of the study, statement of the problem, objectives of the study, research questions, significance of the study, as well as the scope and limitations of the study.

1.2 Background of the Study

1.2.1 Social Media and its History

Traditionally, social media can be traced back to the time before the creation of the Internet. In the 1960s, Yale Psychologist, Stanley Milgram, began tracking chains of acquaintance. He found that every American was linked to every other American by a chain of around six mutual acquaintances which was later termed as the six degrees of separation.

According to Ellison, Nicole (2007) by 1997, sixdegrees.com, an early form of social media, was launched. It allowed users to create profiles, list their friends and see their friends' friend lists. It was named after the six degrees of separation concept and allowed users to list friends, family members and acquaintances within the site. Six Degrees was followed by more successful social networking sites based on the social-circles network model such as Friendster, MySpace, LinkedIn, XING, and Facebook (Boyd, Danah M; Ellison, Nicole B.2007).

In the early 2000s, MySpace, Facebook and WhatsApp were launched. Soon, people from around the world became involved with online social networks. Today's social media have added many features. They include journal entries, photo albums, video and music sharing.

In 2006, a site called Twitter was launched. It limited users to 140-character "tweets." This is far less information than is found on other sites. But it can more easily be sent to mobile devices. Each member chooses which other members of Twitter they want to "follow." When someone sends out a tweet, everyone who has chosen to follow that member gets the message.

Two recent technological advances have increased the popularity of social media. The first consists of sophisticated, behind-the-scenes programming. It continually updates and syncs member home pages with changes made on the pages of everyone in their network.

The second change is the increased availability of broadband Internet connections. Not so long ago, in the late 1990s, almost all U.S. users were connecting to the Internet by a dial-up phone line. This technology provided download speeds of between 14 kilobytes of data per second (KBPS) and 56 KBPS. That was fast enough for e-mail and other basic services. But it could not handle the large video, photo, and other media files used in social networking today. By early 2009 some 59 percent of US households were using broadband. Broadband speeds can reach one megabyte (1,024 kilobytes) per second (MBPS) and beyond. As a result, users can now easily handle large media files (Kaplan & Haenlein, 2010).

1.2.2   Couples and Social Media

According to LaSalle (2004) today's systems of communication allow people to interact with each other in settings that are not face-to-face. The use of telephones and computers has paved the way for the most recent addition to communication - social media. Meanwhile, prior to today's technology, people developed relationships face-to-face. Face-to-face interaction allows a person to respond in conversation by utilizing verbal and non-verbal clues they receive during the conversation.

Scholars suggest that social media can also be used to express romantic relationships. The most apparent illustration of romantic relationships can be found through the profile picture (Bowe, 2010; Mansson & Myers, 2011; Papp, Danielewicz, & Cayemberg, 2012; Utz & Beukeboom, 2011). In general, this means couples tend to display their relationships by depicting themselves and their partner in their default profile photo, or photo that is displayed on their main profile page.

Nowadays relationships have branched into online environments, the components of love are dealing with new influences on the way they affect the couple. Papp, Danielewicz, and Cayemberg (2012) conclude that the use of Facebook has altered the way people interact and develop relationships. Courting a partner in an offline environment is the act of reaching out to an individual to express interest in getting to know them. Traditionally, relationships had to deal with components of love, trust, commitment, honesty, passion, and satisfaction. Now relationships have to deal with much more (Marshall, 2012).

Various studies have found that 60 percent of couples use the social media as a way to check up on their partner (Bowe, 2010; Marshall, 2012; Tokunaga, 2011). Elphinston and Noller (2011) said that couples are likely to use social media as a way to check up on their partner. Utz and Beukeboom (2011) say that monitoring a partner through Facebook is "almost" the socially acceptable way to check up on your partner. The use of surveillance as a tool to monitor a partner can have negative effects on the relationship, especially when it is incorporated into daily routines (Elphinston & Noller, 2011; Tokunaga, 2011).

1.3   Statement of the Problem

Various studies show that social media are helpful in interpersonal communication relationships due to the fact they enable users including couples to connect and keep in touch with friends, mediate romantic relationships, organize into social groups, support each other, and develop their own identities (Ito, 2010). An increasing number of impact brought by the social media on interpersonal communication relationships to the couples whether positive or negative in the society are nowadays issues of concerns to media and communication experts. Couples spend a lot of time in the Internet cafes and on their mobile phones that are internet enabled accessing the social media (Hartley, 1999).

Despite the use of social media in society couples, only a few studies examine how and what the impact of social media is on interpersonal communications relationships between couples in Africa. This study therefore contributes to the body of knowledge on media studies and communications by examining the impact of

social media on interpersonal communication relationships among couples in Tanzania.

1.4   Objectives of the Study

1.4.1   Main Objective

The main objective of this study is to examine the impact of social media use on Tanzanian couples' relationships; specifically, their levels of interpersonal communication.

1.4.2   Specific Objectives

i)   To investigate the time Tanzanian couples spend communicating through social media.

ii)   To find out the positive impact(s) of social media on Tanzanian couples' relationships; specifically, their levels of interpersonal communication.

iii)   To find out the negative impact(s) of social media on Tanzanian couples' relationships; specifically, their levels of interpersonal communication.

1.5   Research Questions

i)   How much time do couples spend communicating through social media networks?

ii)   What are the positive impact of social media on Tanzanian couples' relationships; specifically, their levels of interpersonal communication?

iii)   What are the negative impact of social media on Tanzanian couples' relationships; specifically, their levels of interpersonal communication?

1.6   Significance of the Study

This study seeks to add depth to the media studies and communications literature through its analysis of Tanzanian couples' interpersonal communications. It contributes the following to the general public and media professionals:

First, for members of the general public, the findings of this study may be used to develop new theories, models and predictions related to the positive and negative impacts of social media on interpersonal relationships and communications. It may help couples communicate responsibly and be mindful of the ways in which social media affects the quality of their interpersonal relationships and communications. In line with this, media professionals and communication experts may develop new methods to help couples if they encounter interpersonal communication problems which stem from the use of social media. Finally, this study may help guide future research on the impact of social networking sites on interpersonal relationships.

Second, for media professionals, this study intends to make both theoretical and practical contributions to the communication field. It adds value to the media studies and communications literature on the media by outlining the impact of social media on interpersonal communication in Tanzania.

1.7   Scope of the Study

The investigation was concerned with the impact of social media on interpersonal communication relationships amongst couples in Tanzania. The study involved people in relationships, engaged and married couples who have access to the social

media. It also covered respondents who are familiar with social media such as Facebook, Twitter and WhatsApp.

1.8 Definition of Terms

The following definitions are provided to ensure uniformity and understanding of Common terms used throughout this proposal (or thesis) terms throughout the study. Social media are computer-mediated tools that allow people, companies, and other organizations to create, share, or exchange information, career interests, ideas, and pictures/videos in virtual communities and networks.

Social Networking Service (also **Social Networking Site**, **SNS** or **social media**) is an online platform that is used by people to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections.

Computer Mediated Communication (CMC) is defined as any human communication that occurs through the use of two or more electronic devices.

Couple is defined as two people who are married or in a romantic or sexual relationship. In other words, a couple can be two people, especially a man and woman, who are engaged, married, or joined as partners, as in a dance or game.

1.9 Research Structure and Outline

Chapter one of the present study outlines the background of the problem, statement

of the problem, study objectives, research questions, significance to the literature, as well as its scope and limitations.

Chapter two presents a review of literature which covers empirical studies on the use of social media amongst the couples with some methodological pattern of the selected case studies from United States of America, Japan and Southeast Turkey; the concept of interpersonal communication and its types, theoretical framework and the research gap. Moreover, Chapter three presents the quantitative research methodology employed in the study. It includes research design, area of the study, sampling procedures and size, research instruments, data collection, data presentation, data analysis and interpretation, role of the researcher, reliability and validity. Chapter four of this study presents findings and analysis based on extracted information from the respondents. Moreover, chapter five covers the discussion of the findings and finally chapter six contains the summary, conclusions of the findings and recommendations on the study.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1   Introduction

This chapter deals with contributions of other scholars and researchers in such topics as a research problem. The chapter reviews the communications literature and its gaps concerning the impact of social media on interpersonal communication relationships amongst couples, presents empirical literature review of the studies on the use of social media amongst couples, the concepts/types of interpersonal communication, and theoretical framework.

2.2   General Overview of the Couples and Use of Social Media

Social media applications such as Facebook, Twitter and WhatsApp have attracted millions of users including couples, many of whom have integrated these sites into their daily communication practices. Recently, there are number of social media, with various technological artifacts that support a wide range of interests and practices. However, their key technological features are fairly consistent; the cultures that emerge around social media are varied (Boyd & Elison 2007).

Scholars from different fields of communication have examined social media in order to understand the practices, implications, culture, and meaning of the sites, as well as users' engagement with them. Anolli, Villani & Riva, (2005) assert that social media cause impact on the couples and it is one of the most ways of influence impacting source throughout the world because couples are involved in social media as part and parcel of the population in our societies. According to communication

scholars there has been an increasing use of social media by individuals and especially couples at national to a global level.

According to the Dubai School of Government (2012) there was an increasing social media use throughout the year 2012 at global level. Findings demonstrate that Facebook was the leading social networking site that had over 901 millions "monthly active users" worldwide by the end of March 2012 of which 500 millions accessed Facebook through their mobile phones. Additionally, 500 million users who login daily and 80 percent of all users (901 million) were located outside North America (DSG, 2012). Twitter had reached about 500 million users globally by the end of February 2012 while LinkedIn was becoming the world's largest professional social network by March 2012.

According to Cachia, R. (2009) the number of individuals who use social media for personal communication has been increasing globally as times goes on. For instance, the available statistics demonstrate the way social media have been spreading at the global scale. Data indicate that by the year 2007, there were 700 million users of Facebook representing 10 percent of the world population. Out of 700 million (Facebook users), 209 million were from Europe, 168 million were from North America, 153 were from Asia, 90 million were from South America, 50 million were from Australia and 30 million were from Africa Cachia, R. (2009). Furthermore, data reveal that, Europeans spend substantially less time on social media if compared with other regions like Latin and North America. Social media users in Europe spend an average of 181 minutes per month on social media websites. The average of hours

spent by Europeans on social media is less than the average time which was estimated to be 204 minutes per month. Studies reveal that, in Latin American, users of social media spend most time on social media, with an average of 375 minutes per month. Data on time spent on social media by African and Asians were not presented in the referred study.

Nevertheless, a study on social media in Tanzania by Novelli (2012) which was mainly focused on the use of social media among individuals in Tanzania reported that up to the end of the year 2011, there were about 426, 360 Facebook subscribers in Tanzania where 72 percent of them aged between 18- 34. The study found that out of 70 percent Facebook users were male and the remaining 30 percent females. The study asserted that male young people are more educated and have high access to technological devices in Tanzania as compared to other social groups; hence making a high percentage of social media users.

Among couples, social media has become more than a tool for communication. Literature indicates that social media are becoming integrated into daily activities and it is used by couples in relationship building with other people (Braskov, 2011). The following sub-sections present a review of literature on the use of social media by individuals whereby couples are inclusive.

2.3   Empirical Literature on Social Media Use and the Couples

2.3.1 Couples and Communication through Social Media

According to LaSalle (2004) the modern communication systems allow people to interact with each other in settings that are not face-to-face. The use of telephones

and computers has paved the way for the most recent addition to communication—social media. Social media are also being used to express romantic relationships. The most apparent illustration of romantic relationships can be found through the profile picture (Bowe, 2010; Mansson & Myers, 2011; Papp, Danielewicz, & Cayemberg, 2012; Utz & Beukeboom, 2011). In general, this means couples tend to display their relationships by depicting themselves and their partner in their default profile photo, or photo that is displayed on their main profile page.

According to (Marshall, 2012) traditionally, relationships had to deal with components of love, trust, commitment, honesty, passion, and satisfaction; now relationships have to deal with much more. As relationships, have branched into online environments, the components of love are dealing with new influences on the way they affect the couple. Papp, Danielewicz, and Cayemberg (2012) concluded that the use of Facebook has altered the way people interact and develop relationships, finding "we can no longer disregard the potential connections between Facebook and intimate relationships, which serve as one of the most important contexts of individual growth and development" (p. 85).

Recent studies have found that 60 percent of couples use the social media as a way to check up on their partner (Bowe, 2010; Marshall, 2012; Tokunaga, 2011). Elphinston and Noller (2011) state couples are likely to use social media as a way to check up on their partner.

Rumbough (2001) studied how university students developed and maintained personal relationships through computer-mediated-communication (CMC).

Rumbough laments the lack of empirical evidence and calls for more research into CMC and the impact on relationships. By surveying 985 university students, Rumbough sought to answer questions about behaviors used to develop online relationships, attitudes about online relationships, and differences of gender in the establishment of online relationships. Rumbough's research found that only 37 percent of those surveyed used CMC to establish and develop relationships and that, men were more likely to initiate relationships through CMC.

2.3.1.1 Couples and Social Media in the United States of America

Communication technologies such as cell phones, the Internet, and social media still have gained a central feature in people's lives as tools for establishing and maintaining these relationships (Bergdall, Kraft, Andes, Hatfield-Timajchy, & Hock-Long, 2012). The technology has been growing and flourishing to the extent that it mediate and create a feeling of relatedness within interpersonal relationships beyond the explicit verbal communication (Hassenzahl, Heidecker, Eckoldt, Diefenbach, & Hillman, 2002). For instance, Bargh & McKenna stated that over a billion text messages are sent through mobile phones around the world every day (as cited in Coyne, Stockdale, Busby, Iverson, & Grant, 2011).

On the other hand, technology introduces a potential to misinterpret messages between patterns may create barriers in problem solving and intimacy development (Henline & Harris, 2006). For example, online gaming in relationships may disrupt intimacy processes and introduce feelings of exclusion from one area of their

partner's life, potentially resulting in perceived neglect and jealousy (Hawkins & Hertlein, 2013; Hertlein & Hawkins, 2012).

Scholars urge that social media such as Facebook, has introduced a potential to misinterpretation of messages and provided access to users to post messages on another's profiles, comment on one another's photographs, send private messages, and chat online. Lumpkin (2012) stated that 33 percent of divorce cases mentioned Facebook in 2011while the American Academy of Matrimonial Lawyers stated that the top Facebook concerns are inappropriate messages to individuals of the opposite sex (as cited in Cravens, Leckie, & Whiting, 2013). Furthermore, users are able to easily access their social networking sites at work or home without promoting suspicion or getting into trouble due to the privacy kept from others.

According to Perry & Hawks *et al* (2013) despite the potential disadvantages of the use of technology, it also provides unique opportunities for couples to connect to satisfy both function and emotional needs. For instance, Pettigrew (2009) found that specific use of text messaging provided couples the ability to stay connected throughout the day based in interviews of dyads that were dating, engaged or cohabiting. Most all couples interviewed perceived the use of text messages as a useful way of staying connected to their partner and provided an enriched or increase in their communication. Social media provides a quick and accessible way to deal with marital concerns at any time, such as discussing responsibilities throughout the day as contrary to the past decades where things were not the same. Lenhart & Duggan (2013) conducted a survey on "How American couples use digital

technology to manage life, logistics, and emotional intimacy within their relationships". They used telephone interviews in collecting data.

2.3.1.2 Marriage, Courtship and Social Media in Japan

Kauflin, (2011) argues that for the past few decades, advancements in technology have given people things such as computers and smartphones, which have become parts of daily life. This inevitably leads to changes in human communication and as a consequence the social platform of dating has evolved at a rapid rate. A new platform of dating called online dating was formed in the mid-1990s.

Most individuals who date online would normally use an online dating service to find a partner with whom they can develop a personal, romantic or sexual relationship. Online dating services are websites, such as match.com and eharmony.com, which provides users with a match making service over the Internet. The users upload pictures of themselves and also upload personal information about themselves, e.g. age, gender, location, hobbies etc. on their online profile (Grabianowski, 2005). Since the emergence of social networks such as MySpace (founded in 2003) and Facebook (founded in 2004), online dating became a byproduct of social networking.

Apanskt (2016) who did a research on the title "The Courtship in Japan and Iceland Then and Now", the aim of this thesis was to examine and compare the ritual of courtship and dating in Iceland and Japan in modern times and how they relate to each other i.e. similarities and differences. The study used interviews as a data method collection.

2.3.1.3 Couples and Social Media in Southeast Turkey

On Facebook, people post hundreds of photos of themselves that were previously kept strictly outside of the public gaze, and some of these images portray moments from their intimate, personal and domestic lives. This practice had been frequently criticised and contested by many Mardinites, and some of them refuse to open a social media account for exactly this reason. Ordinary family events such as lunch and dinner have become much more important as visible events, as have images of engaged and couples holding hands or hugging each other and photos portraying the bodies and faces of women. These photos have become quite common, especially among secular and modern Arabs and Kurds, but are considered inappropriate by more conservative and religious people. Photos of couples mainly aim at showing off the happiness and success of their engagement or marriage (Elisabetta, 2016).

2.3.2 Positive Impacts of Social Media on Interpersonal Communication Relationships amongst Couples

Social media may have a positive effect on parent-child relationships, as well as on relationships between spouses. For example, some couples reported that their relationships became more flirtatious and exciting because of text messaging (Taylor & Vincent; 2005), while some parents said that technology was the only uniting experience helping them to have something in common with their children (Horst, 2010).

Social media are also being used to express romantic relationships. The most apparent illustration of romantic relationships can be found through the profile

picture (Bowe, 2010; Mansson & Myers, 2011; Papp, Danielewicz, & Cayemberg, 2012; Utz & Beukeboom, 2011).

2.3.3 Negative Impacts of Social Media on Interpersonal Communication Relationships amongst Couples

Couples' social media use may reduce the amount of time spent on other leisure pursuits with their families or with each other, increase opportunity to reconnect with long-lost friends and romantic partners, create an escape environment for those experiencing marital problems and even lead to virtual infidelity (Turkle, 2011; Young, 1999).

Utz and Beukeboom (2011) said that monitoring a partner through Facebook is "almost" the socially acceptable way to check up on your partner. The use of surveillance as a tool to monitor a partner can have negative effects on the relationship, especially when it is incorporated into daily routines (Elphinston & Noller, 2011; Tokunaga, 2011).

Additionally, technology and especially social media has introduced a potential to misinterpret messages between patterns thus creating barriers in problem solving and intimacy development (Henline & Harris, 2006). For example, online gaming in relationships may disrupt intimacy processes and introduce feelings of exclusion from one area of their partner's life, potentially resulting in perceived neglect and jealousy (Hawkins & Hertlein, 2013; Hertlein & Hawkins, 2012).

According to Schwarz (2011), intimacy is usually an emotional effect of discrimination in access to information (i.e. accounts of either external events like interactions, or personal thoughts and feelings), and often strengthened by spatial seclusion. Privileges and discrimination in access to private information are the building blocks of modern interpersonal relations and intimacy. Hence, social media configurations affect information-sharing patterns also impact intimacy among the couples.

A particular study found that there is a significant relationship between the amount of time spent on Facebook and feelings of jealousy (Muise, Christofides & Desmarais, 2009). The study tested relational factors that contributed to "Facebook--specific---jealousy". It revealed that gender and trait jealousy, personal and relational factors, as well as Facebook use contribute to jealousy. The qualitative analysis from the study revealed that accessibility of information, relationship jealousy, Facebook as an addiction, as well as lack of context enhances the experience of jealousy (Muise, Christofides & Desmarais, 2009). They concluded that Facebook might subject users to "jealous--provoking" content about their relationship partner that results in heightened surveillance of their partner's profile.

2.3.4 Social Media Contribution's to the Interpersonal Communication between the Couples with the Family Members

Social media allows family members to stay connected, particularly those who are geographically dispersed, and family members report that social networking sites support long-distance family relationships (Tee, Brush, & Inkpen, 2009).

Today, increasing numbers of families are creating family pages on social networking sites, sending round-robin family messages on social media, sharing family pictures on these platforms, and report the ability to actively sustain relationships with extended family members online (Tee, Brush & Inkpen,2009). Communicating with family is often cited as the most important reason for online participation among older adults, who are encouraged to go online to connect with their children and grandchildren (Karavidas, Lim, & Katsikas, 2005).

Social media help individuals to connect with old friends, over 40 percent of social media users use social media to make new friends (Smith, 2013). In addition, people frequently use these sites to learn more about others they met offline and meet or view the profiles of new people (Joinson, 2008; Quan-Haase & Young, 2010).

From the presented literatures, one can therefore find that the couple as part of the community cannot run away from using social media as it is used for many purposes as different scholars have suggested. For instance, as parents would be interested to know how their son and daughters are doing.

2.4   Theoretical Framework

The study used a combination of theories including Computer Mediated Communication (CMC), uses and gratifications and Social Penetration theory. These theories deal with the effects of communication and attempt to explain the impact of social network on interpersonal communication.

2.4.1 Computer-Mediated Communication Theory

The basis for the theoretical framework is drawn from the concept of Computer Mediated Communication (CMC) because the theories are based on the use of any human communication that occurs through the use of two or more electronic devices. Shaff, Martin, and Gay (2001) define CMC as human-to-human communication using networked computer environments to facilitate interaction. Computer-Mediated Communication is the theory of how information can flow through e-mail, video or audio/video conferencing, instant messaging, bulletin boards systems, list-servs, Internet relay chat, websites, blogs, and multi-user environments. Through CMC, global partners for development can come together and discuss employment issues of great personal relevance. CMC can be used to facilitate support groups (Wright, 1999).

According to Park, N., Jin, B., & Jin, S. A. (2011) motivation represents the initial stimulating process of seeking knowledge and applying it, which is noticeable through the selection of skills that are applied in the selection of appropriate media and messages. Certain motivations are better conveyed through certain media features for instance a shy person may prefer an online dating system that permits more personal privacy than participating in a one-to-one encounter.

In messaging, a high-status person may prefer the efficiency and task-orientation of message content. Knowledge of the most competent messages and media is searched and selected accordingly and subsequently implemented through the skills of computer-mediated communication.

Obviously, many of the previous intentions are based on prior conceptualizations of interpersonal competence (Spitzberg & Cupach, 1984, 2002), although other models have demonstrated the relevance of similar constructs. To this point, the components of the CMC competence model have been conceptualized largely from an individual differences view, but in keeping with the reasoning of combined, compensatory, and interactive effects, it is assumed that, in general, competent sender(s) can facilitate the competence of the receiver(s). While the opposite may be true (i.e., an incompetent sender(s) can lessen a competent receiver(s) performance), part of the benefit of competence is the ability to compensate for the incompetence of other(s). Since CMC uses more than one computer and focuses largely on the social effects of different computer-supported communication technologies, this theory offers suitable and wide-ranging tools to study the impact of social media on interpersonal communication relationships among couples.

2.4.2 Uses and Gratifications Theory

Based on the nature of the study topic and the researcher has decided to use 'Uses and Gratifications Theory' because it is an approach to understanding why and how people actively seek out specific media to satisfy specific needs. Moreover, Uses and Gratifications Theory is an audience-centered approach to understanding mass communication. According to (Rubin, 2002) the theory suggests that individuals make purposeful choices about technology and social media use based on specific psychosocial needs. Uses and gratifications theory has been applied extensively to the study of online social networking sites such as Facebook and MySpace (e.g., Kwon, D'Angelo, & McLeod, 2013), as well as the use of communication

technologies with peers (Chang & Heo, 2014). These studies find that among teens and young adults, the primary uses of social media, text messaging, and email are relationship maintenance, communication, entertainment, and information seeking.

Relating to this study, the researcher theorizes that couples tend to use social media for different purposes such as communication, information sharing, and relationship maintenance just to mention a few. In course of using the social media the couples may create positive or negative impacts depending to the users' intention.

2.4.3 Social Penetration Theory

Social penetration theory deals with behaviours of an individual in communication with others. One person may reveal information about himself or herself to another. The information can be descriptive or evaluative, and can include thoughts, feelings, aspirations, goals, failures, successes, fears, and dreams, as well as one's likes, dislikes, and favorites. As what couples can do in the social media as a way to coup up with the current world whether knowingly or unknowingly without regarding its impacts (https://en.wikipedia.org/wiki/Self-disclosure).

The term Social Penetration Theory was formulated by psychology professors Irwin Altman and Dalmas Taylor in 1973, to describe the dynamics of relational closeness. Relational closeness can progress from superficial to intimate. Social penetration theory explains why relationships are formed, why they end, and the process that they must go through to prosper. Closeness develops through self-disclosure. Closeness varies according to the following factors: rewards versus benefits; costs versus vulnerability; satisfaction; stability and security.

Self-disclosure characteristics include the story teller (the person disclosing), while it also stimulates feedback from the receiver. The quality of the feedback is related to the amount and relevance of self-disclosure users receive and share with others. Self-disclosure can be very revealing or not revealing.

Social penetration can be compared to different types of relationships and to different aspects of relationships. These layers are a key aspect of the theory. Although self-disclosure is a behavioral component of the self-penetration process, it includes any behavior that is interpersonal - verbal, non-verbal, or environmental - that affects relationship development (Sprecher, Wenzel, & Harvey, 2008). Social penetration theory generates predictions about the pattern of relationships as they develop. Rychlak, (1984) argues that relationships can be compared to games and relationships are evaluated in a process, reconsidered, and the thought process leads to thinking about the future of the relationship. Therefore, social media and relationships can also be seen as a pattern of behavior.

2.4.4 Relationships and Interpersonal Communication

2.4.4.1 Relationship

Relationship refers to two people whose kinds of behaviour are interdependent in that a change of behaviour in one is likely to influence a change of behaviour of the other. Basically, a relationship is a connection established when you communicate with another person. When two individuals are in a relationship, what one person says or does influences the other person (Berscheid & Ammazzalorso, 2004). One can therefore find that effective communications is part and parcel for initiating and

maintaining interpersonal relationships because the existence of both affects each other in one way or another.

2.4.4.2 Interpersonal Communication

Interpersonal communication is a distinctive and transactional form of human communication involving mutual influence, usually for the purpose of managing relationships. The three essential elements of this definition differentiate the unique nature of interpersonal communication from other forms of human communication (Anolli & Riva 2005).

Moreover, Anolli & Rive (2005) define interpersonal communication as the procedure by which people swap information, and feelings and impart them through verbal and non-verbal messages. This definition underlines the crucial fact that interpersonal communication is not only apprehensive about 'what' is pronounced, that is, the language employed, but 'how' it is pronounced, for example, the nonverbal messages sent, such as tone of voice and facial expressions.

One can therefore find that from above definitions, interpersonal communication help people to initiate and form relationships by communicating with others whom they find attractive in some way. People seek to increase their interactions with others whom they wish to develop relationships, and they continually communicate interpersonally to maintain the relationship. They also use interpersonal communication to end or redefine relationships they have decided are no longer viable or need to be changed (Anolli & Rive, 2005).

sPeople are increasingly likely to use social media to connect with friends and manage their relationships. Researchers have found that instant messages (including text messages) have an overall positive effect on relationships. E-mail, texting, and other forms of instant messages appear to be primarily used to maintain existing relationships, although they certainly play a role in establishing initial contact with others. Additionally, research has found that online and instant messages at first are perceived as lower quality than face-to-face interactions, but as time goes on, they are judged as positive. So, whether it occurs online or offline, interpersonal communication helps people to manage their relationships (Anolli, Villani, & Riva G, 2005).

2.4.4.3 Types of Interpersonal Communications

Interpersonal communication is subdivided into three levels: dyadic communication, public speaking, and small-group communication. Dyadic communication is communication that involves only two people such as a telephone conversation or even a set of letters sent to and received from a pen friend. In this communication process, the sender can instantly receive and appraise feedback from the receiver so that, it permits more specific couture of the message and more personal communication than do numerous other media (Hartley 1999).

Moreover, Wahlstrom, (1992) defined interpersonal communication as communication which occurs between two people, called dyad. Adding that such communication can be impersonal, or interactive, as it is in routine situations, or it can be highly personal, or transactional. In addition, Wahlstrom, (1992) asserted that

because interpersonal communication involves two persons who share the roles of sender and receiver, the skills of a good communicator involves both the sending and receiving of information. Therefore, being a good speaker does not necessarily mean you will be a good interpersonal communicator unless you develop the skills necessary for receiving others' messages as well.

2.4.4.4 Classifications of Interpersonal Relationships

From the psychological point of view interpersonal relationships has been classified into four categories such as friendship, family, romantic and professional as illustrated in table 2.1

Table 2. 1: Classifications of Interpersonal Relationships

Friendship	Theories of friendship emphasize the concept of friendship as a freely chosen association.
Family	Family communication patterns establish roles, identities and enable the growth of individuals. Family dysfunction may also be exhibited by communication patterns.
Romantic	Romantic relationships are defined in terms of the concepts of passion, intimacy and commitment.
Professional	Professional communication encompasses small group of communication and interviewing.

Source: Adapted from Interpersonal Relationships, by Reese, B (2015).

Interpersonal relationships are dynamic systems that change continuously during their existence. Like living organisms, relationships have a beginning, a lifespan, and an end. They grow and improve gradually, as people get to know each other and become closer emotionally, or they gradually deteriorate as people drift apart, move on with their lives, and form new relationships with others (https://psychology20.wikispaces.com/02.+Interpersonal+Relationships).

The interpersonal communication is one of the most important types of communication that are held between the sender and receiver with a face-to-face people in different types of relationships with its distinctive characteristics of the presence of the human senses. It is a necessary and essential process to strengthen the human relations between people, individuals, groups, institutions and peoples, taking into account that no nation can live without it with no regard to information technology (Abu, 2011).

Psychologists go further in classifying interpersonal relationship as it includes a person, family and close friends, colleagues and acquaintances as illustrated in the diagram 2.2
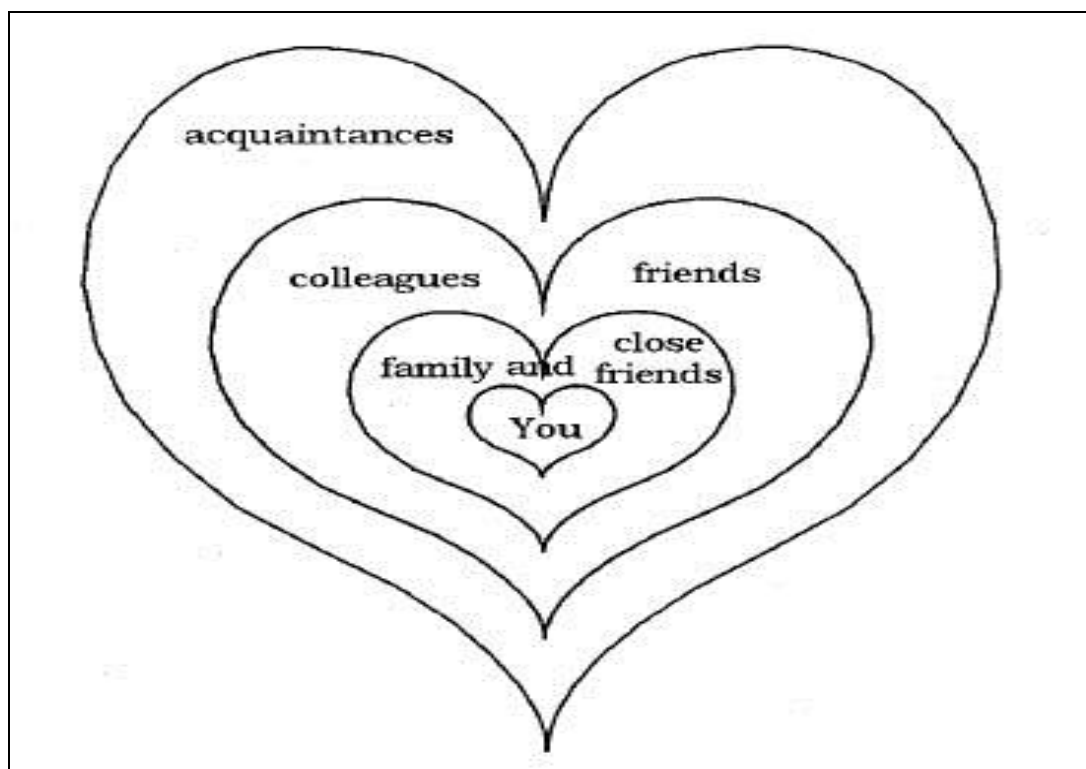
Figure 2. 1. Classification of Interpersonal Relationships

Source: Adapted from Interpersonal Relationships, by Reese, B (2015)

2.4.4.5 Social Media and Interpersonal Relationships

Research showed that people in the past used internet for informational knowledge but nowadays with social media it has been used for communication and news updates for trends and as entertainment channels. People also use Internet and social media to connect and communicate with each other because of the availability of Internet access. In view of the fact that information is updated on the Internet or social media for almost twenty-four hours a day, hence, the users may feel the pressure to be online all the time and be part of the mainstream.

Currently, the use of social media and other mobile applications have been growing intensively in developing countries and it has been easy for people to develop interpersonal communication with others in order to maintain and develop further relationships on- and offline.

Psychologist William Schutz (1966) developed an interpersonal needs theory, which asserts that human beings have a tendency to create and sustain relationships depending on how well they meet three basic needs. The first need is affection, the desire to give and receive love and liking. The second need is inclusion, the desire to be social and to be included in groups, and the third need is for control, which is a desire to influence the people and events in our lives.

Expounding on Schutz's ideas, Abraham Maslow (1968) proposed that people communicate to meet a range of human needs. According to Maslow's hierarchy of needs theory, basic needs must be satisfied before we can focus on those that are

more abstract. Maslow's hierarchy show air, food, sex, and excretion, for example, are necessary to life. These are considered to be the "most basic" of our needs. These basic needs are vital to focus on what is considered our "most abstract" need, which is self-actualization.

According to Maslow, components of interpersonal communication are facial expression including eye contact and length of glance which occupy 55 percent. While, vocal, tone of voice, loudness, hesitations or pauses and firmness is 38 percent, and verbal with actual words is 7 percent. These components show how interpersonal communication is rich in fulfilling its communicative purposes hence should not be overstated.

According to Cavazos, (2010) human relationships develop through nonverbal and verbal interpersonal communication. From psychological point of view, Randi Kreger (2008) reported that nonverbal interpersonal communication like body language may communicate 93 percent of your attitudes and beliefs, suggesting that others tend to believe your nonverbal communication if your verbal messages contradict them. Moreover, other scholars urge that physical contact may communicate a wider range of emotion than gestures and facial expressions.

2.5 Knowledge Gap

In the reviewed literature, the impact of social media use on interpersonal communication relationships among couples seems to be more associated with friendships and relationships; from the time of initiation, through development,

maintenance and breakup. In connection to that, literature on impact of social media have also been very much focused general topics like political, social, cultural communication as well as technological issues. The gap in literature is even more significant as more literature is centered in the developed countries to a limited extent touching on South Africa and North Western Africa such as Egypt and Tunisia in Africa.

Generally, there is inadequate literature on the impact of social media on interpersonal communication relationships amongst couples in East Africa and Tanzania. Therefore, this quantitative research study intends to examine the impact of social media use on Tanzanian couples' relationships, specifically their interpersonal communications.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1   Introduction

This chapter presents both qualitative and the quantitative research methodology employed in the study. Sections include research design, location, sampling procedures/size, data collection instruments, data analysis, the role of the research and reliability and validity.

3.2   Research Design

This is a survey descriptive research design based on mixed qualitative and quantitative approach to examine the impact of social media use on Tanzanian couples' relationships. Descriptive claims in communications surveys are often posed as research questions which are used to identify particular group characteristics or categories of respondents the researcher believes are unique to a specific population (Merigan & Huston, 2004). McIntyre (1999) points out that descriptive studies are not only restricted to fact findings, but may often result in the formulation of important principles of knowledge and solutions to significant problems (Kombo, D. K., & Tromp, D. L.2006). Moreover, this type of design helped the researcher to describe individual experiences and group norms (e.g., amongst men and woman, who are engaged, married, or joined as partners).

Qualitative inquiry was used to collect information about people's attitudes, experiences, and perceptions regarding the impact of social media use on Tanzanian

couples' relationships. The combination of quantitative and qualitative approaches provided clear understanding of the phenomenon of this study. As Miles and Huberman (1994, p.20) insist, it is getting harder to find any methodologists solidly encamped in one epistemology or the other. More and more "quantitative" methodologists are using naturalistic and phenomenological approaches to complement tests, surveys, and structured interviews. On the other side, an increasing number of ethnographers and qualitative researches are using redesigned conceptual frameworks and pre-structured instrumentation since most people now see the world with more ecumenical eyes. A descriptive approach provides different complementary ways of operationalizing and measuring concepts. While a quantitative approach provides a high level of measurement precision and statistical power, a qualitative approach provides greater depth of information about how people perceive events in the context of the actual situations in which they occur (Lawrence, Frey, Paul & Gary, 1991).

3.3   Area of the Study

The study is conducted in Dar es Salaam Region, specifically its three administrative districts: Ilala, Kinondoni and Temeke. The rationale was based on five pillars. First, greater sample size for survey research due to large urbanized areas second; there were sufficient Information Communication Technology (ICT) infrastructures for connectivity; such as the Tanzania Telecommunications Company Limited (TTCL). Third, a large concentration of telecommunications companies exists (e.g., Vodacom, Tigo, Airtel, Halotel and Zantel). These entities have helped many people in Dar es Salaam easily access the Internet through their mobile phones. Fourth, the literacy

level of Dar es Salaam residents on the use of social media and online platforms is quite high. Lastly, higher incomes and modern lifestyles have caused them to utilize online communication modalities (e.g., social media) instead of traditional methods of interpersonal communication.

3.4   Sampling Procedures and Size

3.4.1 Sample Size

A sample as defined by Saunders et al; (2007) is subgroup or part of large population; and Kothari (2008) adds that a sample should be a true representative of population characteristics so as to result in valid and reliable conclusions.

The study sample included 117 respondents and data was collected through personal emails filled in questionnaires from the respondents. Moreover, online questionnaires through email were collected from GoogleDocs form.

3.4.2 Sampling Techniques

Sampling technique is defined as the process of selecting samples to represent the population (Kothari, 2009). In this study, a researcher used two types of sampling techniques namely purposive sampling technique and stratified sampling.

3.4.2.1 Purposive Sampling

This study used purposive sampling technique to obtain couples including men and woman are engaged, married, or joined as partners in order to examine the impact of social media on interpersonal communication relationships amongst couples. Based on nature of the study which is seeking opinions from the respondents who are

couples and users of social media for communication and other purposes, purposive sampling is cost-effective and time-effective sampling method available. According to (Bernard 2002, Lewis & Sheppard 2006) the researcher decides what needs to be known and sets out to find people who can and are willing to provide the information by virtue of knowledge or experience.

3.4.2.2 Stratified Sampling

The research used stratified sampling in selection of sample from the population. According to Kombo & Tromp (2006) stratified random sampling involves dividing the population into homogeneous subgroups and then taking a simple random sample in each subgroup. The sample was selected from three sub groups which were sampled from the population to ensure that certain people in population were represented in the sample in proportion to their number in the population. The sub groups had 39 respondents respectively. This technique was used in order to get information from men and women who are in relationships, engaged and married who are the targets for the study.

3.5   Research Instruments

In order to obtain adequate and valid information questionnaires were distributed in print and online (through email and social media accounts such as Facebook).

3.5.1 Questionnaires

Saunders et al (2000) agrees with the definition given by De Vans (1996) that questionnaire is considered in general terms to include all techniques of data

collection in which each person is asked to respond to the same set of question in a predetermined order. In this study the researcher used a questionnaire to examine the impact of social media use on Tanzanian couples' relationships; specifically, their interpersonal communications. According Abawi (2013) a questionnaire is a data collection instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents. The questionnaire included closed and open-ended questions to collect meaningful qualitative data. The printed questionnaires were administered to male and female respondents who resided in Dar es Salaam and were engaged, married, or joined as partners. To enable the researcher to collect adequate data in a short period of time, online questionnaires were sent via email, Facebook and WhatsApp groups.

3.6   Data Presentation

The collected data is presented in textual and visual formats (e.g., diagrams, graphs and tables) for two reasons. The first is data transparency and the second serves to aid the reader in the identification of trends.

3.7   Data Analysis and Interpretation

The researcher analyzed and interpreted the data collected in order to draw meaningful conclusions from the findings. Data analysis is a systematic process involving working with data organizing and breaking them into manageable unity (Bagdon & Biklen, 1992). It is also concerned with data systemization patterns and meaning (Cohen, 2007). All information collected from questionnaires was subjected to content analysis which involved identifying coherent and important themes and

patterns in data collected from the field work. Qualitative data was analyzed via the content analysis method where data was categorized according to relevant themes and patterns.

Qualitative data from the questionnaire were analyzed through descriptive statistics and documentary reviews was tabulated and converted into frequencies and percentages. Data collected from the field was first cleaned for errors and then coded. After coding, the data were analyzed to examine the impact of social media on interpersonal communication relationships amongst couples specifically, their levels of interpersonal communication.

3.8   Ethical Considerations

A researcher plays a significant role in the investigative process. Overall, they determine the course of the project and monitor every research activity. According to Creswell (2009) researchers, whether they are conducting quantitative, qualitative, or mixed methods of research, should actively anticipate and address ethical dilemmas that may occur at each stage of their research. The underlying principles of research ethics namely; informed consent, confidentiality and wellbeing of respondents was the researchers concerns. During data collection through online questionnaire, a researcher introduced himself as a student of the Open University of Tanzania (OUT) and gave a brief description about the study. The researcher informed potential participants that responses were anonymous and results from the survey would be used in an academic research project. Potential respondents were informed that their

participation was purely voluntary and they were free to decline the offer (without repercussion).

3.9 Validity and Reliability

Validity refers to quality of data gathering instrument or procedures that enables it to measure what it seeks to measure (Best & Kahn, 2004). In order to ensure validity in the study the researcher prepared the questions in an online questionnaires in good and advanced or in better way and use accurate method to measures what was intended to measure and yields data that really represents "reality" (Eisenmann, Neil & Geddes, 2015). Validity means the degree to which the findings of a study can be generalized from the sample studied to the entire population (Drost, 2011). The study employed descriptive researches design to examine the impact of social media on interpersonal communication relationships amongst couples. In this regard, the results of the study might be applied to other areas where couples with similar conditions in the uses of social media.

CHAPTER FOUR

4.0 DATA PRESENTATION AND ANALYSIS

4.1   Introduction

The present study examined the impact of social media use Tanzanian couples'
relationships; specifically, their interpersonal communications.

4.2   Demographic Attributes of Respondents

Demographic characteristics of respondents were collected because they provide key
insights on the impact of social media upon couples' interpersonal communication
relationships. These included gender, age, education and marital status.

The study sample had 117 respondents and data was collected through personal
emails and Facebook accounts. Data were collected from printed questionnaires and
others from GoogleDocs form.

A majority of the sampled respondents 69 percent were male and 31 percent of the
respondents were females (n=117). More than 88 percent of the study's respondents
were between the ages of 18 and 39. Most of the respondents were first degree
holders 57 percent and married 64 percent of the respondents (n=117). Therefore, the
respondents with above 18 years old were the target of this study because most of
them are either in relationship, engaged or married thus could give reliable
information for the study. Figure 4.1 illustrate respondents' age categories as per
collected information from Dar es Salaam residents.
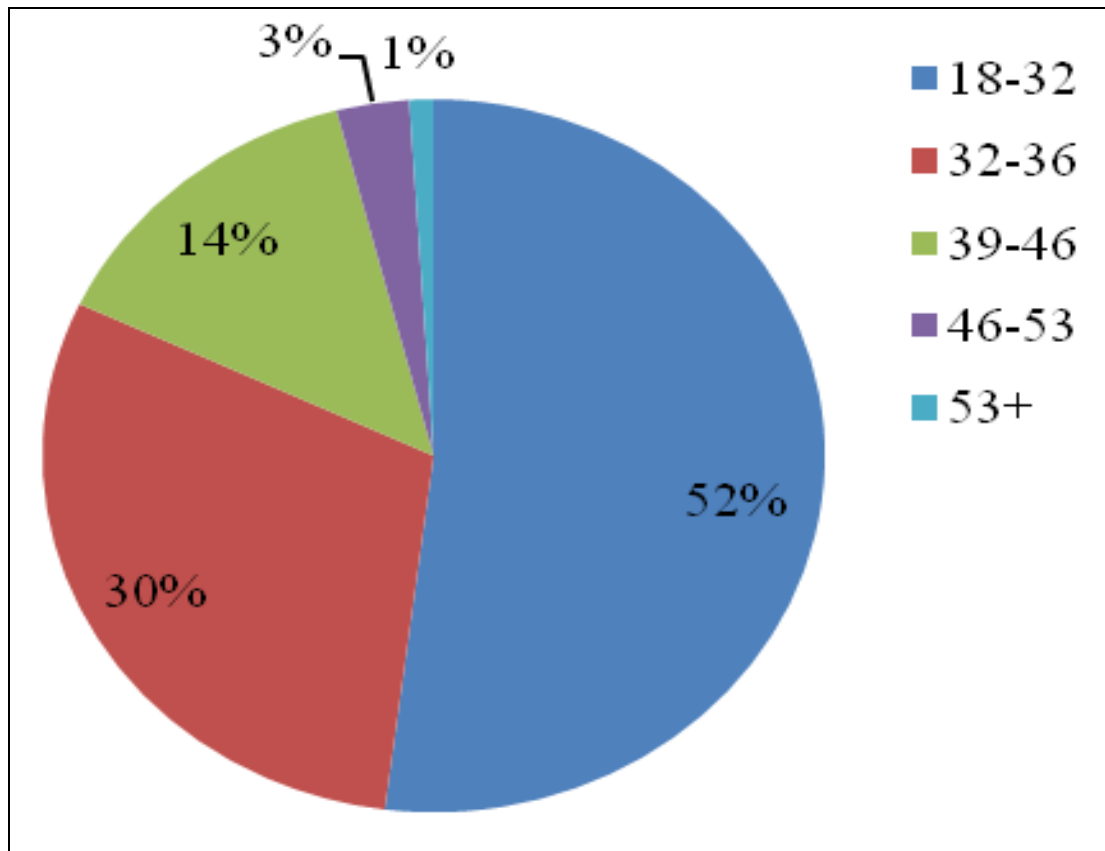
Figure 4. 1. Respondents' Age Categories

4.2.1 Respondents' Educational Level

Educational level of the majority respondents were first degree amounting to 57 percent followed by 32 percent of respondents with Masters/and PhD, certificate/diploma 10 percent and lastly Secondary School level one respondent equivalent to 1 percent of the respondents (n=117). One can say that the study involved participants from secondary school to PhD level. This is important because education maters in understanding the positive and negative use of social media particularly for those in any kind of relationship whether a boyfriend/girlfriend engaged and married couples.
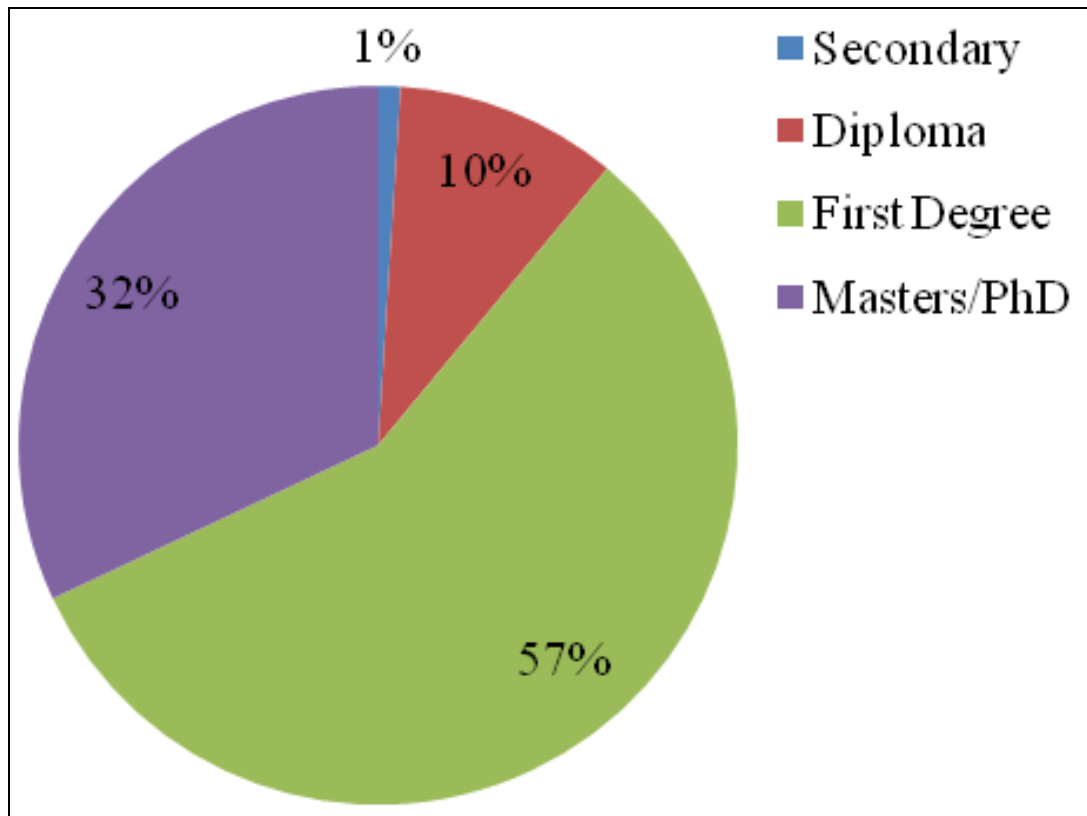
Figure 4. 2. Educational Level of Study's Respondents

4.2.2 Marital Statuses of the Study's Respondents

In marital statuses of the study's respondents the findings indicates that 64 percent of respondents were married, 21 percent of respondents were engaged and 15 percent of respondents (n=117) were in a relationship which can be of a boyfriend/girlfriend. The study involved the right people based on ages and gender because in recent years it is rare to find people above 18 years without any kind of relationship whether in a boyfriend/ girlfriend relationship, engaged or married.
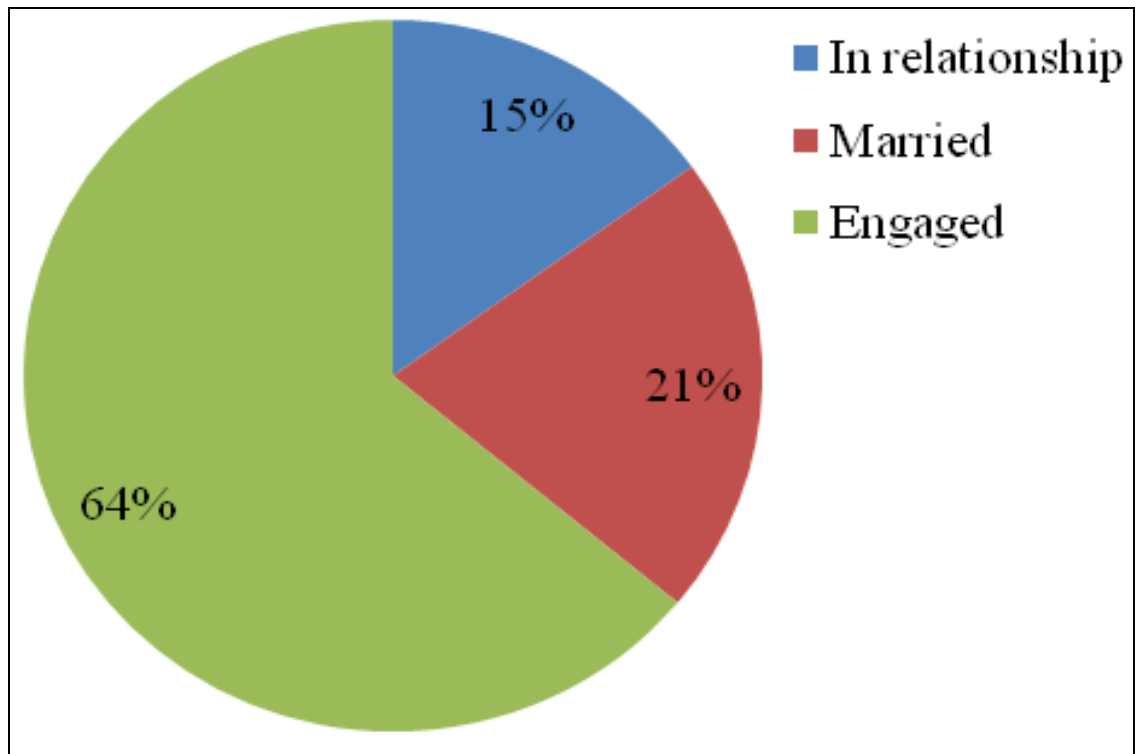
Figure 4. 3. Marital Statuses of the Study's Respondents

4.3 Impact of Social Media on Interpersonal Communication Relationships among Couples

This part presents the findings from the online questionnaire from the respondents' feedback on the impacts of social media on interpersonal communication relationships among couples. 99 percent of the study's respondents (n=117) agree that they posses social media accounts. This shows that nowadays most of town dwellers and especially for Dar es Salaam residents have accounts in various social media such as Facebook, Twitter, Instagram and Zorpia. The practice has become as a popular culture by many Tanzanians because the one who is not found in any of the well known social media is sometimes seen as legged behind.
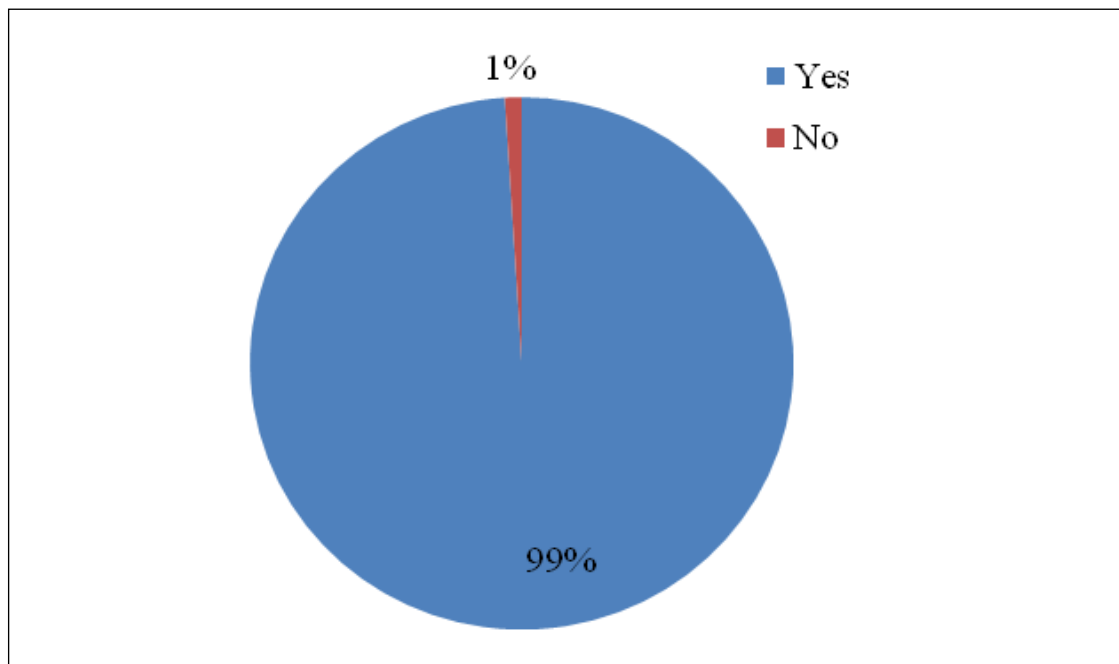
Figure 4. 4. Respondents' Possession of Social Media Accounts

The findings showed varieties of respondent's social media accounts as shown in figure 4.4 whereby WhatsApp has 39 percent of respondents, Facebook 38 percent, Twitter with 14 percent and Zorpia with 9 percent of respondents (n=117). This means majority of Dar es Salaam and urban dwellers in Tanzania are using social media for various purposes. This is due to the fact that in urban areas including Dar es Salaam the Internet connectivity is accessible through various Internet providers such as Tigo, Airtel, Vodacom and the newly coming in Halotel and Smarts. Facebook is the second social media with 38 percent from WhatsApp with 38 percent of respondents followed by Twitter and Zorpia (n=117). The most preferred social media are due to their popularity to the users while other social media like Zorpia are not popular. Moreover, the findings showed that some respondents including married, engaged and people in relationship have more than one social media accounts.
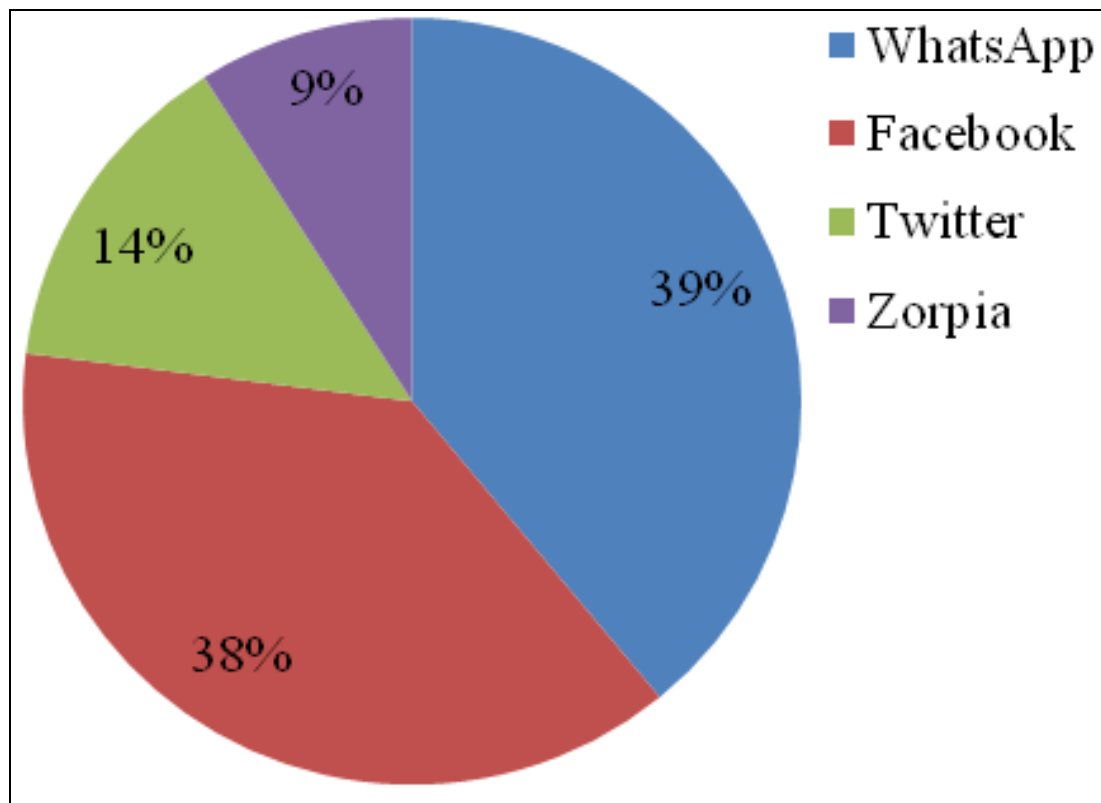
Figure 4. 5. Respondents' Preferences on Various Social Media

4.3.1 Respondents' Attitudes towards Checking in Social Media Accounts in a Daily Basis

In order to understand couples behaviours and attitudes towards checking in to their social media accounts, the researcher posed several questions on how are they check in and out to their social media accounts. Respondents' attitudes on how they are checking in and out of their social media accounts is in two ways, those who are checking in on daily basis and those who are not checking. The reasons for whether checking in and out can be determined by time a person is having based on duties in one's routine timetable.
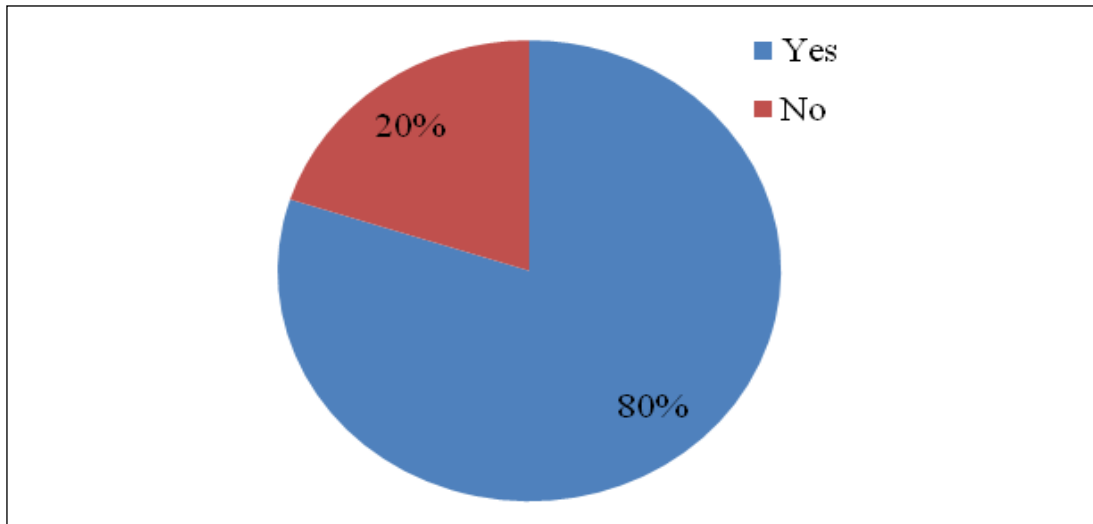
Figure 4.6: **Respondents' attitudes towards checking in their Social Media Accounts**

The findings indicates that 80 percent of respondents (n=117) are checking in daily on their social media accounts while 20 percent said they are not. This shows how social media are part and parcel of nowadays generation as users of social media are checking in daily to know what is going on and for communication and other purposes. The findings reveal that majority of respondents check in daily their social media accounts for various purposes including communication.

4.3.2 The Use of Social Media among Couples

In terms of time based on hours married, engaged and people in relationship spend some hours in social media in a daily basis as it was observed in the responses that were recorded as seen in the pie chart. Out of (117) respondents equivalent to 100 percent of the sampled population, 80 percent of respondents said they are checking in their social media account daily,while 20 percent said they are not.

In order to understand how couples use social media, this researcher posed several
questions on a five-point Likert Scale. The responses obtained are shown in Table
4.1.

Table 4.1. Extend to which Tanzanian Couples use Social Media (N = 117)

Question	Category of Responses and Percentage					
	1. Strongly disagree	2. Disagree	3. Not sure	4. Agree	5. Strongly Agree	Total
I use social media for dating services and the internet to meet new partners.	20%	25%	16%	27%	12%	100%
The use of social media helps partners/couples in the logistics and communication in their relationships.	3%	12%	11%	47%	27%	100%
I use social media to communicate with my /spouse/partner and other family members.	1%	6%	3%	42%	48%	100%
I use social media to monitor my spouse/partner's communication.	23%	36%	22%	16%	3%	100%

4.4   Time Tanzanian Couples Spend Communicating Through Social Media

The first objective of this study was to investigate the time Tanzanian couples spend
communicating through social media. The study examined the time spent by couples
to communicate through social media, the findings showed that more than a half of
the respondents use social media for communication and other purposes. From the
findings, 27 percent of respondens (n=117) agree that they are using social media for
dating services and to meet new partners. At the same time, 47 percent of

respondents (n=117) agree that the use of social media helps partners/couples in the logistics and communication in their relationships. Furthermore, 48 percent of respondents strongly agree that they use social media to communicate with their /spouse/partner and other family members, followed by 42 percent of respondents who also agree to use social media to communicate with their /spouse/partner and other family members. This conforms with the literatures presented in chapter two whereby among other things couples and partners are using social media to communicate each other and to other family members. This is what is being done and accepted in the society whereby new media technologies including social media have replaced the traditional way of communication. The findings shows that 36 percent of respondents disagree to use social media to monitor their spouse/partner's communication.

4.4.1 Reasons for Couples to have their Relationship Status Listed on Social Media Accounts

This question was designed to determine if couples reveal their relationship status in an online social media environments and the rationale for doing it. The findings unveil that 58 percent of respondents (n=117) equivalent to100 percent respondents responded favorably while 42 percent responded negatively. Female respondents were more likely to disclose their relationship status in an online enviornment than males. This may be due to a heightened sense of transparency amongst females in virtual relationships or environments than males; especially those who are engaged or married, in comparision to those in a casual boyfriend/girlfriend type of relationship. The reasons behind showcasing one's relationship status include: friend

notifications, peer-to-peer updates and signalling their disinterest in other relationships. This study found that most males choose not to disclose their relationship status as readily as females. This may be attibuted to the fact that males are not openly honest and transparent.

4.4.2 Respondents Reasons Whether to Disclose or Not their Relationship Status in Social Media Accounts

In terms of reasons from the respondents on why they are disclosing their relationship status to their social media accounts, the study found that most respondents are aware of the impacts of social media and others are doing it purposely for their reasnons. Bellow are some reasons extracted from respondents:

Respondent *1: I want people and friends to know that I am married and I do not wantany further relationship.*

Respondent *2: Disclosing your relationship status in social media helps to reduce distabances if you are married/not married.*

Respondent *3: I don't want to disclose my relationship status in social media for privacy and security reasons.*

Respondent *4: I don't want to unveil my relationship status in social media because I am afraiding of critisism when the relationship will broke up.*

Respondent *5: I want to let my social media friends to know my status and avoid misunderstanding with my patner.*

100 percent of respondents (n=117) in this question shows how they are aware of how important is for them to whether disclose or not disclosing their relationship status to the public. Most respondents agree that disclosing relationship status in social media is per amount important because it shows how truthful they are to their spouses. It is a sign of prestige for those in marriage and who are engaged. On the other side, some respondents said they are not able to unveil ther relationship status in social media because not all online friends are not good people. They believe that some people may use the information to harm or destruct their relationships. Moreover, other respondents have said they are not unveiling their relationship status in social media because they are using it to find partners. The researcher belives that, this group might be of those who are not married or engaged. One can conclude that if at all married and engaged people are using social media to find new partners they are the ones who are unfaithfully to their partners or spouses.

4.4.3 Communication of Spouses/Partners through Social Media

In order to understand whether couples communicate through social media or not, a resesecher posed a question to respondents whether they are communcationg through social media or not. Figure 4.7 shows the responses.

The findings revealed that 81 percent of respondents (n=117) stated that they are communicating with their spouse/partner through social media while only 19 percent of respondents responded negatively on the same statement. With rapid technological changes in communication and the presence of social media, this is not something new due to the fact that most people in our societies posses mobile phones equiped

with internet conncectivity and therefore easy to access social media and use them for communication purposes.
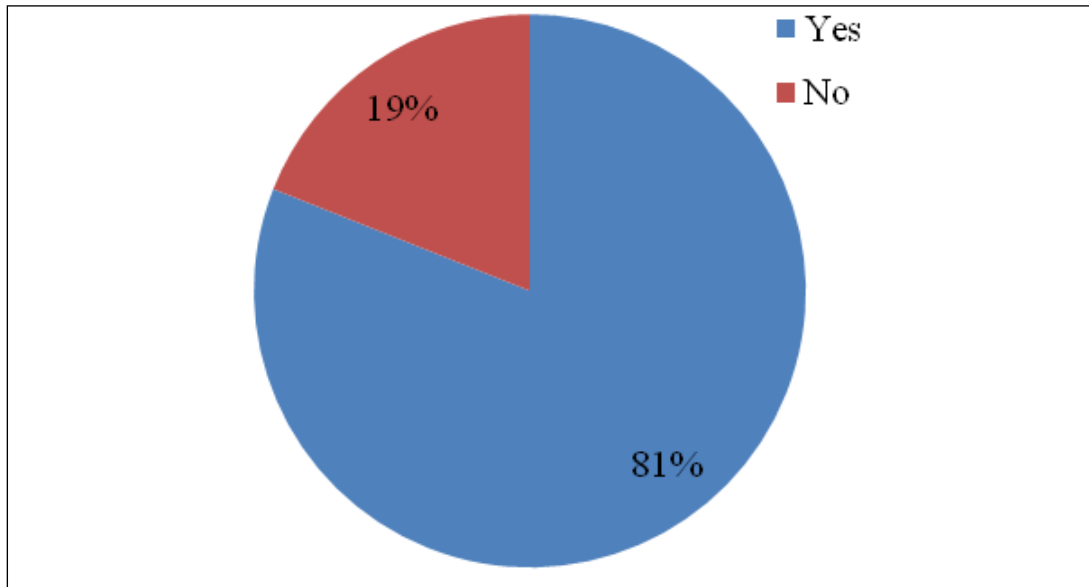
Figure 4. 7. Couples Communication through Social Media

Therefore, one can communicate with his or her partner/spouse easily through social media any time. On the other side of the coin, 19 percent of respondents (n=117) said they are not communicating with their spouse/partners through social media. The reasons might be possesing mobile phones that are not able to access internet, lack of interest to use social media for varoius reasons including privacy, security and fear to disturb their relationships.

4.5 Positive Impacts of Social Media on Interpersonal Communication Relationships among Couples

The second objective of the study was to examine positive impact of social media on interpersonal communication among couples as shown in table 4.2 whereby the findings showed that 46 percent of respondents (n=117) agree that the use of social

media facilitates communication and support among spouses/couples in daily life meanwhile 34 percent (n=117) of respondents strongly agree that the use of social media facilitates communication and support among spouses/couples in daily life and only two percent of respondents disagree with the statement. Generally, one can find that this is true because nowadays social media has become part and parcel of daily life. Find statistics on figure 4.2.

Table 4.2: Positive Impacts of Social Media on Interpersonal Communication Relationships among Couples (N = 117)

Question	Category of Responses and Percentage					
	1.Strongly disagree	2.Disagree	3. Not sure	4. Agree	5. Strongly Agree	Total
The use of social media facilitates communication and support among spouses/couples in daily life.	2%	6%	12%	46%	34%	100%
The use of social media among spouses/partners affects personal relationship with family members.	4%	13%	19%	42%	23%	100%
The use of social media helps in monitoring your spouse /partner	17%	29%	27%	19%	8%	100%
The use of social media can be useful in expressing romantic relationships among couples/partners.	5%	8%	27%	34%	26%	100%

4.6 Negative Impacts of Social Media on Interpersonal Communication Relationships among Couples

The third objective of study was to examine the negative impact of social media on interpersonal communication relationships amongst couples. Its findings are indicated in table 4.3.

Table 4.3: Impacts of Social Media on Interpersonal Communication Relationships among Couples (N = 117)

Sentence	Category of Responses and Percentage					Total
	1.Strongly disagree	2.Disagree	3. Not sure	4. Agree	5. Strongly Agree	
The use of social media helps to monitor spouse/partner and his/her communication.	10%	28%	24%	26%	12%	100%
The use of social media by spouse /partner cause addictive behaviors like surveillance which creates jealousy.	1%	8%	9%	48%	37%	100%
The use of social media among spouses/partners affects personal relationship with family members.	2%	18%	20%	43%	17%	100%
The use of social media helps in monitoring your spouse /partner communication.	13%	28%	26%	23%	10%	100%
The use of social media has sometimes led to misunderstanding between you and your spouse /partner.	7%	10%	5%	45%	33%	100%
The use of social media has destructed relationship among some couples/partners	1%	6%	7%	50%	36%	100%

On the negative side of social media particularly to people in relationship, married or engaged the respondents had different views on it even though most of them agree that social media have negative impact to people in relationships. Out of 117 respondents' equivalent to 100 percent, only 10 percent of respondents strongly disagree while 28 percent of respondents disagree that the use of social media helps to monitor spouse/partner and his/her communication. On same issue 26 percent of

respondents agree that the use of social media helps to monitor spouse/partner and his/her communication. As human beings are not the same, this is also something with its truth. According to literature presented, a researcher believes that the negative impact of social media in communication among the couples is the result of how individuals intent to use the media. Regarding the issue of social media being a causative agent for addictive behaviors like surveillance which creates jealousy, 48 percent (n=117) of respondents agree that it is a challenge. This is because, some people in relationship do not trust and love each other thus, the possibility of following each other in terms of inspection something which may result to addictive behaviours. 43 percent (n=117) of respondents agree that the use of social media among spouses/partners affects personal relationship with family members. This is because some people use social media to send pictures or share some information related to their families something which is not accepted by all members of the family. In doing so, an individual may cause misunderstanding between oneself and his/her partner or couple thus affecting negatively his/her relationship.

The research found that the use of social media has sometimes led to misunderstanding between spouse /partner and destructed relationship among some couples/partners. Fifty percent of respondents agree that social media is source of misunderstanding and destruction of relationship among couples. The reasons provided are lack of trust and real love among the couple which are accelerated by some behaviors like surveillance, monitoring and jealousy among the couple especially males.

4.6.1 Respondents' Communication Preferences over a 24-Hour Period

In order to understand couples' communication preferences between one another, the researcher asked respondents to describe the times they were most likely to engage with their spouses / partners / family members. Their feedback is shown in Table 4.4.

Table 4.4: Time for Communicating and Chatting with Their Spouses/Partners and other Family Members (n=117)

Time (hours)	6-8	8-10	10hrs-12	12hr-14hrs	14hrs-16hrs	16hrs-18hrs	18hrs-20hrs	20hrs-22hrs	22hrs-6hrs	Total
N/Respondents	28	5	2	4	3	12	28	25	8	115
Percentage	25	4	1	3	2	11	25	23	7	100%

These findings indicate that 25 percent out of 117 respondents preferred to communicate and/or chat with their spouse/partner(s) and other family members between 6:00 to 8:00 a.m and 18:00 to 20:00. This is due to the fact that Dar es Salaam residents especially those employed in public or private sectors are expected to be at home during such hours.

CHAPTER FIVE

5.0 DISCUSSION OF THE FINDINGS

5.1   Introduction

This chapter presents discussions of the findings from the study based on the research questions and objectives. The study was guided by its three objectives: To examine how the couples in Tanzania spend their time communicating through social media; To examine the positive impact of social media on interpersonal communication relationships amongst couples; and to examine the negative impact of social media on interpersonal communication relationships amongst couples.

5.2   Discussions of the Findings on How Couples Spend Time Communicating Through Social Media

The use of social media has become a normal thing in many societies worldwide though with some restrictions in some country based on culture. Examination on how couples spend time communicating through social media was also an aspect of this study whereby 80 percent of respondents (n=117) said they are checking in daily their social media accounts while 20 percent said they are not. Today's systems of communication allow people to interact with each other in settings that are not face-to-face. These findings are supported by LaSalle (2004) who conclude that the use of telephones and computers has paved the way for the most recent addition to communication—social media. Combined with the results of previous showed how social media are part and parcel of nowadays generation as users of social media are checking in daily to know what is going on and for communication and other

purposes. These results were consistent with recent studies, which found that 60 percent of couples use the social media as a way to check up on their partner (Bowe, 2010; Marshall, 2012; Tokunaga, 2011).

5.3 Positive Impact of Social Media on Interpersonal Communication Relationships amongst Couples

In order to get respondents' feedback on positive impact of social media a researcher asked respondents on how they perceive it in creating positive impact. More than fifty percent of respondents agreed that the use of social media facilitates communication and support among spouses/couples in daily life.

The findings revealed that social media has become significant because it helps people to get what they expect such as information, sharing of information and automatically has become part of communication channel aprt from traditional one such as television, radio and newspaper. This result supports previous studies by Braskov (2011), which indicated that social media have become more than just a tool of communication among couples. Literature indicates that social media are becoming integrated into daily activities and it is used by couples in relationship building with other people.

Perry & Hawks *et al* (2013) asserted that previous studies have emphasized that social media provides unique opportunities for couples to be connected and satisfy both function and emotional needs. Likewise, Pettigrew (2009) found that specific

use of text messaging provided couples the ability to stay connected throughout the day based in interviews of dyads that were dating, engaged or cohabiting.

The findings showed that the use of social media can be useful in expressing romantic relationships among couples/partners. This is relevant due to the fact that social media are regarded as channel of communication which couples can use it in communicating their feelings to their partners as it can be seen in literature. According to scholars, social media are also being used to express romantic relationships. The most apparent illustration of romantic relationships can be found through the profile picture (Bowe, 2010; Mansson & Myers, 2011; Papp, Danielewicz, & Cayemberg, 2012; Utz & Beukeboom, 2011).

These results are consistent with previous theoretical and empirical studies that social media has become part and parcel of daily life and formed inclusive information society where everyone in the family can create, access, utilize and share information and knowledge, enabling individuals, communities and peoples to achieve their full potential and improve communication among couples. Furthermore, the findings agreed with the results of earlier research studies which have also indicated that Social media may have a positive effect on parent-child relationships, as well as on relationships between spouses. For instance, some couples reported that their relationships became more flirtatious and exciting because of text messaging (Taylor & Vincent; 2005), while some parents said that technology was the only uniting experience helping them to have something in common with their children (Horst, 2010). This is also supported by Tee, Brush, & Inkpen (2009) who argue that social

media allows family members to stay connected, particularly those who are geographically dispersed, and family members report that social networking sites support long-distance family relationships.

5.4 Negative Impact of Social Media on Interpersonal Communication Relationships amongst Couples

In examining the impact of social media on interpersonal communication relationships amongst couples the aspect of negative side was also inclusive whereby respondents mentioned social media as a causative agent for addictive behaviors like surveillance which creates jealousy and misunderstanding to the couples. They also said social media has created some people in relationships lose trust and love to their partners.

From the study, social media has been pointed out as a challenge to people in relationships with their family members as it affects   family members' relationship. Findings revealed that 43 percent of respondents (n=117) agreed that the use of social media among spouses/partners affects their relationship with family members. This is due to the fact that some people misuse social media by publishing or posting or sharing family issues which are not required to be public. For instance, some partners send pictures or share some information related to their families something which is not accepted by all members of the family. As pointed out in the literature sometimes the origin and culture of some societies do not allow each and everything to be shared publicly.

The findings have revealed that some partners have been using social media to monitor their partners as what has been discussed in the literature. According to Elphinston & Noller, 2011; Tokunaga, 2011 the use of surveillance as a tool to monitor a partner can have negative effects on the relationship, especially when it is incorporated into daily routines. In doing so, an individual may cause misunderstanding between oneself and his/her partner or couple thus affecting negatively his relationship negatively. One the partner may be suspecting another partner for not being faithfully thus the one may be using social media to search another partner while he or she is in a relationship with another. According to Grabianowski, (2005) most individuals who date online would normally use an online dating service to find a partner with whom they can develop a personal, romantic or sexual relationship.

CHAPTER SIX

6.0 SUMMARY, CONCLUSION AND RECOMMENDATIONS

6.1   Introduction

This chapter summarizes the entire research work, concludes research objectives and recommendations on the study of the impact of social media use Tanzanian couples' relationships; specifically, their interpersonal communications.

6.2   General Summary

The study had three objectives aimed at investigating the time Tanzanian couples spend communicating through social media. Second to find out the positive impact(s) of social media on Tanzanian couples' relationships; specifically, their levels of interpersonal communication. Lastly, to assess the negative impact(s) of social media on Tanzanian couples' relationships; specifically, their levels of interpersonal communication.

The findings of this study are relevant because they inform primarily the couples and the society in general on the positive and negative impacts of social media on interpersonal communication relationships. It also helps the couples to communicate responsibly and be aware of how social media can influence their interpersonal communication relations. Finally, this study helps future researchers on the influence of social networking sites on the interpersonal relationship among the couples and other related topics.

The review of literature and related literature included general overview of the couples and use of social media including Facebook, Twitter and WhatsApp. Also, there was a review of empirical literature on social media use and the couples with particular focus on couples and communication through social media. The empirical literature covered similar topics even though the studies reflected different cases from different parts of the world and particularly the United States of America, Japan and Southeast Turkey. The study employed survey research design with survey method in gathering information and guided by research questions rather than hypotheses. The study mainly deployed online questionnaire, documentary review, personal experience and observation in collection of data from the targeted participants. The sample included 117 participants and data was collected through their personal emails and Facebook accounts. The responses were recorded from printed questionnaires and others from GoogleDocs form.

6.3   Conclusion

Generally, the study's findings showed 90 percent of 117 respondents agreed that there is positive impact on the use of social media because it facilitates communication and support among spouses/couples in daily life.

On the negative side, the findings showed that the use of social media has sometimes led to misunderstanding between spouse /partner and destructed relationship among some couples/partners. Fifty percent agreed that social media is source of misunderstanding and destruction of relationship among couples. The reasons provided are lack of trust, faithful and real love among the couple which are

accelerated by some behaviors like surveillance, monitoring and jealousy among the couple especially males. Other reasons are the emergence of phubbing behaviours which makes partners in conflicts as because of ignoring one's companion or companions while paying attention to his or her phone or other electronic device for communication and other purposes.

6.4 Recommendations about Social Media use on Interpersonal Communication Relationships amongst Couples

This study suggests that people in relationship, engaged and married should use social media positively in such a way that their use could not affect their partners.

- This is because the use of social media to find or communicate with another people for the sake of creating another sexual relationship will create problems. This will help to reduce unnecessary conflicts in their relationship whetherboy friend/girl -friend, engaged or married.

- The study recommends that couples should be careful because social media are not reliable in terms of confidentiality and privacy. Therefore, people in relationship engaged or married should be aware with self-disclosure of personal information on their social media accounts for the betterment of their relationship.

- The use of social media itself predicts that there is both positive and negative relationship between the use of social media and the people in relationship, engaged and marriage well-being. The study recommends that individuals in any kind of relationship are primarily responsible causative agent of a healthy relationship and not otherwise.

6.5   Recommendations for Further Research

While the study was limited to and within people in relationship, engaged and married couples who have access to the social media, the findings showed that female participants were delaying in providing information; the researcher recommends that further research should be conducted for female couples by using techniques which will make female respondents cooperative in providing the information. There is a need to conduct similar study that involves either female only or male only and then the findings can be compared. This study involved respondents who were familiar with social media such as Facebook, Twitter and WhatsApp and others. The researcher recommends other researchers to widen their scope of study so that other social media like Instagram, BBM, Zorpia and the newly so that more useful findings can be generated on the use of social media on interpersonal communication relationships. The main objective of the study was to examine the impact of social media on interpersonal communication relationships among people in relationship including married, engaged and those in relationships such as boyfriend and girlfriend. Therefore, the researcher recommends other researchers conduct research on how communication aspect between couples can affect other family members.

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APPENDICES

Appendix I: Questionnaire

Questionnaire Schedule for Married, Engaged or Partners in Relationship

Introduction

This questionnaire is aimed at collecting information about the Impact of Social Media on Interpersonal Communication Relationships amongst couples in Tanzania. It is administered by a student from the Open University of Tanzania conducting research as part of his masters' degree program. All responses will remain anonymous and results from the survey will be used for an academic purpose only. Please do not write your name.

Instructions: Please answer the following questions by putting a tick (√) or number for each appropriate answer to the best of your ability. For questions which ask for an explanation, please answer in the space provided.

1. **Demographic Information**

a) Age category (Tick the appropriate box)

Bellow 18 years	18- 32	32-39	39-46	46-53	Above 53years

b) Sex (Tick the appropriate box)

Male	Female

c) What is your relationship status? (Tick the appropriate box)

Married	In a relationship	Engaged	Not listed

d) Education level (Tick the appropriate box)

Primary level	Secondary level	Certificate/Diploma	First Degree	Masters/and PhD

2. **The Impact of Social Media on Interpersonal Communication Relationships amongst Couples in Tanzania.**

   a) Do you have account(s) in social media? (Tick the appropriate box)

YES	NO

   b) If YES in (a) above, which one of the following(Tick the appropriate box)

Facebook	WhatsApp	Twitter	Others if any…………….

   c) Do you check your social media account daily? (Tick the appropriate box)

YES	NO

   d) In a day, how many hours do you spend on social media? (Tick the appropriate box)

0-2	3-5	6-9	10+

   e) Do you currently have your relationship status listed on your social media accounts?

YES	NO

   If YES/NO in (e) above why? Give at least two reasons

   f) Do you communicate with your spouse /partner through social media?

YES	NO

3. How the couples in Tanzania spend time communicating through social media.

Put a tick (√) to indicate your degree of agreement/disagreement with the following statements under each table

	Category of responses				
Sentence	**1.Strongly disagree**	**2.Disagree**	**3. Not sure**	**4. Agree**	**5. Strongly Agree**
I use social media for dating services and the internet to meet new partners.					
The use of social media helps partners/couples in the logistics and communication in their relationships.					
I use social media to communicate with my /spouse/partner and other family members.					
I use social media to monitor my spouse/partner's communication.					

4. Positive impacts of social media on interpersonal communication relationships amongst couples

	Category of responses				
Sentence	**1.Strongly disagree**	**2.Disagree**	**3. Not sure**	**4. Agree**	**5. Strongly Agree**
The use of social media facilitates communication and support among spouses/couples in daily life.					
The use of social media among spouses/partners affects personal relationship with family members.					
The use of social media helps in monitoring your spouse /partner					
The use of social media can be useful in expressing romantic relationships among couples/partners.					

5. Negative impacts of social media on interpersonal communication relationships amongst couples

Sentence	Category of responses				
	1.Strongly disagree	2.Disagree	3. Not sure	4. Agree	5. Strongly Agree
The use of social media helps to monitor spouse/partner and his/her communication.					
The use of social media by spouse /partner cause addictive behaviors like surveillance which creates jealousy.					
The use of social media among spouses/partners affects personal relationship with family members.					
The use of social media helps in monitoring your spouse /partner communication.					
The use of social media has sometimes led to misunderstanding between you and your spouse /partner.					
The use of social media has destructed relationship among some couples/partners					

6. In a daily basis what time do you prefer to communicate and chat with your partner/spouse/family members?

Time (hours)	6AM-8 AM	8AM-10AM	10AM - 12PM	12PM-14PM	14PM-16PM	16PM-18PM	18PM-12PM+

Thank you for your time and cooperation.

KINDLY REPLY VIA: mpepovincent@gmail.com/vincent.mpepo@out.ac.tz

Appendix II: Research Clearance Letter

THE OPEN UNIVERSITY OF TANZANIA

DIRECTORATE OF RESEARCH, PUBLICATIONS, AND POSTGRADUATE STUDIES

Kawawa Road, KinondoniMunicipality,
P.O. Box 23409
Dar es Salaam, Tanzania
http://www.out.ac.tz

Tel: 255-22-2666752/2668445
Ext.2101
Fax: 255-22-2668759,
E-mail:drps@out.ac.tz

Date: 18ᵗʰ November, 2016.

Regional Administrative Secretary
Dar es salaam.

RE: RESEARCH CLEARANCE

The Open University of Tanzania was established by an act of Parliament No. 17 of 1992, which became operational on the 1ˢᵗ March 1993 by public notice No. 55 in the official Gazette. The act was however replaced by the Open University of Tanzania charter of 2005, which became operational on 1ˢᵗ January 2007. In line with the later,theOpen University mission is to generate and apply knowledge through research. To facilitate and to simplify research processtherefore, the act empowers the Vice Chancellor of the Open University of Tanzania to issue research clearance,on behalf of the Government of Tanzania and Tanzania Commission for Science and Technology,to both its staff and students who are doing research in Tanzania. With this brief background, the purpose of this letter is to introduce to you **Mr. Vincent Mpepo** Reg.No. PG201608004 Master of Arts in Mass Communication.We hereby grant this clearance to conduct a research titled*"The Impact of Social Media on Interpersonal Communication Relationships among Couples in Tanzania".* He will collect his data from 01/12/2016 to 21/12/2016.

Incase you need any further information, kindly do not hesitate to contactthe Deputy Vice Chancellor (Academic) of the Open University of Tanzania, P.O. Box 23409, Dar es Salaam. Tel: 022-2-2668820.We lastly thank you in advance for your assumed cooperation and facilitation of this research academic activity.

Yours sincerely,

Prof HosseaRwegoshora
For: VICE CHANCELLOR
THE OPEN UNIVERSITY OF TANZANIA

Appendix III: Research Permit from Kinondoni District

THE UNITED REPUBLIC OF TANZANIA
PRESIDENT OFFICE
MINISTRY OF REGIONAL ADMINISTRATION AND LOCAL GOVERNMENT

KINONDONI DISTRICT

Telephone No. 2170169 / 2170183

To reply please quote:

Ref. No. AB.320/378/01B/163

THE DISTRICT COMMISSIONER'S OFFICE,
P.O BOX 9583,
KINONDONI,
DAR ES SALAAM,
TANZANIA.

29th December, 2016

WEO – Kwenba / Mbezi
....,
....,
....

RE: RESEARCH PERMIT

Vicent Mpepo is a Student/researcher from **Open University of Tanzania**. He has been permitted to undertake field work research on **"The Impact of Social Media on Interpesonnal Communication Relationships among Comples in Tanzania"**. From 01st December, 2016 to 31th December, 2016.

I kindly request your good assistance to enable him to complete his research.

Gift I. Msuya
District Administrative Secretary
KINONDONI

Appendix IV: Research Permit from Ilala District

The United Republic of Tanzania

PRIME MINISTER'S OFFICE

REGIONAL ADMINISTRATION AND LOCAL GOVERNMENT

DAR ES SALAAM REGION

Phone Number: 2203155/2203158

In reply please quote

Ref No. ....

REGIONAL COMMISSIONER'S OFFICE,

P.O. Box 5429,
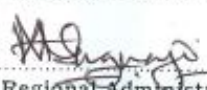
DAR ES SALAAM

Date: 24/11/2016

District Administrative Secretary,

ILALA

DAR ES SALAAM

RE: RESEARCH PERMIT

Prof/Dr/Mr./Mrs/Ms/Miss VICENT MPENO is a student/researcher from OPEN UNIVERSITY OF TANZANIA has been permitted to undertake a field work research on THE IMPACT OF SOCIAL MEDIA ON INTERPERSONAL COMMUNICATION RELATIONSHIPS AMONG COUPLES IN TANZANIA

From 07/12 2016 to 24/12 2016

I kindly request your assistance to enable him/her to complete his/her research.

For: Regional Administrative Secretary
DAR ES SALAAM

Copy to: Municipal Director,
ILALA
DAR ES SALAAM

Principal/Vice Chancellor,
OPEN UNIVERSITY OF TANZANIA

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Appendix V: Research Permit from Temeke District

TEMEKE MUNICIPAL COUNCIL
[All letters should be addressed to the Municipal Director]

Tell: +255 22-2851054
Fax: +255 22-2850640
E- mail: temekemanispaa@tmc.go.tz
website: www.tmc.go.tz

Ref. No. TMC/MD/ U.21/30

P.O.Box: 46343,
Mandela Road
DAR ES SALAAM,
TANZANIA.

Date: 02.01.2017

WEO- Mbagala

RE: RESEARCH PERMIT VINCENT MPEPO

Please refer to the heading above

This is to inform you that, permission is granted to the above mentioned student/Researcher from The Open University of Tanzania to conduct research on The impact of Social Media on Interpersonal Communication Relationship, Mbagala Complex in Tanzania

case study of Temeke Municipal
This permit will effect from the date of this letter.

Please give with necessary assistance.

H-Ulechi
For: MUNICIPAL DIRECTOR
TEMEKE

For: MUNICIPAL DIRECTOR
TEMEKE

Copy to: - Student/Researcher VINCENT MPEPO
From OPEN UNIVERSITY of TZ