



# Social Media's Role in Bullying Prevention Among Adolescents in Nairobi Urban Slums: A Psychosocial Analysis

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## Abstract

Adolescents in Nairobi urban slums are particularly vulnerable to bullying due to socio-economic challenges and limited access to resources. The prevalence of social media is increasing among this population, yet its role in bullying prevention remains underexplored. A mixed-methods approach combining qualitative interviews with a survey to gather data from 200 adolescents aged 13-18 in Nairobi urban slums. Interviews focused on experiences of bullying via social media, while surveys assessed psychological distress and coping mechanisms. Adolescents reported frequent exposure to cyberbullying through platforms like WhatsApp and Facebook. Themes emerged around the anonymity and reach of online interactions contributing to heightened stress levels and feelings of isolation. Social media does not inherently promote bullying prevention, but it can exacerbate existing issues if not managed properly. Adolescents require education on digital literacy and emotional regulation skills to navigate social media safely. Develop targeted interventions focusing on cyberbullying awareness programmes alongside traditional anti-bullying strategies in Nairobi urban slums. Incorporate technological solutions like parental controls and moderated platforms into the curriculum.

**Keywords:** *African geography, adolescent psychology, cyberbullying prevention, social media impact, urban sociology, qualitative methods, youth empowerment programmes*

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