

## **Abstract**

The current study was carried out to assess the level of perception, awareness, knowledge, attitude and practice (PAKAP) towards HIV and AIDS scourge amongst sexually active online partners through Nation Media Company in Kenya. The data obtained from 820 advertisements (equivalent to 820 field respondents) while considering their educational levels, age, ethnicity, socio-economic backgrounds etc were utilized. The Pearson Chi-Square and Fisher's Exact Tests were used to analyze data. Results showed that persons involved had a statistically significant perception towards HIV and AIDS ( $p < 0.05$ ). Knowledge and awareness of HIV and AIDS were significant by level of education and economic status and not by gender, age, marital status, type of relationship sought and getting children before marriage. Attitude towards HIV and AIDS was significant by level of education ( $p < 0.05$ ) and not by gender, age, economic status, marital status, type of relationship sought and getting children before marriage ( $p > 0.05$ ). Practices to manage, control and prevent HIV and AIDS were significant by gender ( $p = 0.01$ ) and not by age, level of education, economic status, marital status, type of relationship sought and getting children before marriage ( $p > 0.05$ ). Since the results indicated PAKAP was significant ( $p < 0.05$ ), efforts should be made by all stakeholders in HIV and AIDS management, control and prevention programmes to equally target persons dating through social media in order to have a wider coverage for this kind of dating is increasingly becoming the most common practice amongst the sexually active group.