UNIVERSITI PUTRA MALAYSIA

RELATIONSHIP BETWEEN IMPRESSION MANAGEMENT STRATEGIES AND SOCIAL RELATIONSHIP DIMENSIONS AMONGST MARDAM-BEY'S INTERNET RELAY CHAT USERS

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FBMK 2011 59

RELATIONSHIP BETWEEN IMPRESSION MANAGEMENT STRATEGIES AND SOCIAL RELATIONSHIP DIMENSIONS AMONGST MARDAM-BEY'S INTERNET RELAY CHAT USERS

By

SRI AZRA ATTAN

Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in Fulfilment of the Requirements for the Degree of Masters of Science

October 2011

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DEDICATION

In loving memory of my late grandmother,
Allahyarhamah Hajah Sainah Mat Sim,
who live forever in my heart.
(1928 - 2010)

Al-Fatihah.

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia
in fulfilment of the requirement for the degree of Master of Science

**RELATIONSHIP BETWEEN
IMPRESSION MANAGEMENT STRATEGIES
AND SOCIAL RELATIONSHIP DIMENSIONS AMONGST
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October 2011

Chairman : Jusang Bolong, PhD

Faculty : Modern Languages and Communication

Impression management is a process by which individuals attempt to control the perception from others, and it is pervasive in social interaction. However, managing impressions online through Mardam-Bey's Internet Relay Chat (mIRC), which is a text-based chat application, requires more effort in the cyber community, since it is not as the same as in Face-to-Face (FtF) interaction. mIRC users need to improve the skill of using impression management strategies namely demonstrating mastery, managing similarity, using nickname and misrepresentation identity to replace the element of emotion, posture, gesture and the behaviour of verbal and non-verbal communication in order to develop the social relationships amongst them. Thus, the study was examining the relationship between impression management strategies and social relationship development amongst mIRC users in the mIRC through social relationship dimensions

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namely emotional loneliness, emotional closeness and self-esteem. A quantitative survey was conducted by distributing a set of a questionnaire via email to 202 mIRC users who were selected through a random sampling technique. The findings revealed that most of the correlations between impression management strategies and social relationship dimensions amongst mIRC users were positive. However, not all of the correlations were significant. There was a positive significant correlation between managing similarity and emotional loneliness, emotional closeness along with self-esteem. There was also a positive significant correlation between demonstrating mastery, using nickname and misrepresentation identity with emotional closeness. Nonetheless, there was no significant correlation between demonstrating mastery, using nickname and misrepresentation identity with emotional loneliness and self-esteem. As a conclusion, there are no differences between Computer-Mediated Communication (CMC) and FtF interaction, since Internet users are not depending on FtF only to develop the social relationship because they by now are utilizing another alternative through CMC such as mIRC to get friends in the cyber community.

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Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia
sebagai memenuhi keperluan untuk ijazah Master Sains

**PERKAITAN DI ANTARA
STRATEGI PENGURUSAN IMPRESI
DAN DIMENSI HUBUNGAN SOSIAL DI KALANGAN
PENGGUNA *INTERNET RELAY CHAT* MARDAM-BEY**

Oleh

SRI AZRA ATTAN

Oktober 2011

Pengerusi: Jusang Bolong, PhD

Fakulti: Bahasa Moden dan Komunikasi

Pengurusan impresi merupakan suatu proses penting di dalam interaksi sosial di mana seseorang individu berusaha untuk mengendalikan persepsi daripada orang lain. Namun begitu, pengurusan impresi atas talian melalui *Mardam-Bey's Internet Relay Chat* (mIRC), iaitu aplikasi bersembang berasaskan teks, adalah lebih mencabar di kalangan masyarakat siber, memandangkan ia tidak menyamai komunikasi bersemuka. Pengguna mIRC perlu meningkatkan kemahiran dalam menggunakan strategi pengurusan impresi seperti menunjukkan penguasaan, menguruskan kesamaan, menggunakan nama samaran dan menyalahgunakan identiti untuk menggantikan unsur emosi, postur, sikap dan perilaku komunikasi verbal dan bukan verbal. Kajian ini mengenalpasti perkaitan di

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antara strategi pengurusan impresi dan pembangunan hubungan sosial di kalangan pengguna mIRC melalui dimensi hubungan sosial iaitu kesunyian emosi, keakraban emosi dan semangat diri. Sebuah tinjauan kuantitatif dijalankan dengan mengedarkan satu set soal-selidik melalui e-mel kepada 202 pengguna mIRC yang dipilih melalui teknik persampelan rawak. Hasil kajian mendapati bahawa sebahagian besar korelasi di antara strategi pengurusan impresi dan dimensi hubungan sosial di kalangan pengguna mIRC adalah positif, namun tidak semua korelasi tersebut adalah signifikan. Terdapat perkaitan yang positif di antara strategi menguruskan kesamaan dengan kesunyian emosi, keakraban emosi dan semangat diri. Terdapat juga perkaitan yang positif di antara strategi menunjukkan penguasaan, menggunakan nama samaran dan menyalahgunakan identiti dengan keakraban emosi. Selain itu, tiada perkaitan di antara menunjukkan penguasaan, menggunakan nama samaran dan menyalahgunakan identiti dengan kesunyian emosi dan semangat diri. Sebagai kesimpulan, tiada perbezaan di antara komunikasi berperantara komputer (KpK) dan interaksi bersemuka memandangkan pengguna Internet tidak hanya bergantung kepada komunikasi bersemuka semata-mata untuk membangunkan hubungan sosial kerana mereka kini boleh memanfaatkan alternatif lain dalam KpK seperti mIRC untuk memiliki teman di dalam komuniti siber.

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ACKNOWLEDGEMENTS

In the name of Allah the Most Gracious and the Most Merciful

My utmost gratitude to Dr. Jusang Bolong, the Chairman of the Supervisory Committee; for his invaluable pieces of advice, unwavering guidance, ceaseless support and motivation. Deepest appreciation is also due to Dr. Hamisah Hasan, the Member of the Supervisory Committee; without her appreciable assistance and constructive criticisms, this thesis would not have been successful. Special thanks to the Faculty of Modern Languages and Communication, Universiti Putra Malaysia for providing the financial means and laboratory facilities.

Heartfelt affection is also devoted to my adoring husband; Muhd Ghazali Abd Aziz, who taught me to be strong and helped me become the person I am. Exceptional thankfulness to my dearest mother; Jamaliah Yusoff for her endless love and trustworthy encouragement, and my respected father, Attan Kondill; who valued education above all. To my indulged siblings; for their thoughtful understanding throughout the duration of my studies, as well to my beloved cats; for being a loyal companion when I was downhearted.

Lastly, sincere acknowledgement to all lecturers and friends for sharing ideas and problems. They have always taught me that anything is possible. I owe them more thanks than I can ever put into words.

My love to you all.

SRI AZRA ATTAN

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I certify that a Thesis Examination Committee has met on **14th October 2011** to conduct the final examination of **Sri Azra Attan** on her thesis entitled "**Relationship between Impression Management Strategies and Social Relationship Development amongst Mardam-Bey's Internet Relay Chat Users**" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U. (A) 106] 15 March 1998. The Committee recommends that the student be awarded the Master of Science (Human Communication).

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DECLARATION

I declare that the thesis is my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously, and is not concurrently, submitted for any other degree at Universiti Putra Malaysia or at any other institution.

_____

SRI AZRA ATTAN

Date: 14 October 2011

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