



**UNIVERSITI PUTRA MALAYSIA**

***RELATIONSHIP BETWEEN FACEBOOK USAGE AND ATTITUDE WITH  
FACEBOOK ADDICTION AMONG MALAYSIAN FEMALE UNIVERSITY  
STUDENTS***

**SHARIFAH SOFIAH BT SYED ZAINUDIN**

**FBMK 2013 8**

**RELATIONSHIP BETWEEN FACEBOOK USAGE AND ATTITUDE WITH  
FACEBOOK ADDICTION AMONG MALAYSIAN FEMALE UNIVERSITY  
STUDENTS**

**By**

**SHARIFAH SOFIAH BT SYED ZAINUDIN**

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

**January 2013**

## **DEDICATION**

**To my beloved mother and family members**

**For their love, attention, and encouragement**

**To the love of my life,**

**Yusof**

**Your never ending support and encouragement keeps me going,**

**In memory of my son,**

**Syafi**

**Truly keeps me strong throughout this journey**

**and**

**Last but not least, in memory of my father**

**Syed Zainudin**

**You are my source of inspiration throughout my life**

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 FACEBOOK USAGE AND ATTITUDE WITH  
FACEBOOK ADDICTION AMONG MALAYSIAN FEMALE UNIVERSITY  
STUDENTS**

By

**SHARIFAH SOFIAH BT SYED ZAINUDIN**

**January 2013**

**Chair: Associate Professor Siti Zobidah Omar, PhD**

**Faculty: Modern Languages and Communication**

Facebook is one of the most popular social networking website for female university students to interact and socialize with the others online. However, the excessive use of Facebook leads to the phenomenon of Facebook addiction which is now taking its toll especially among Malaysians. Compared to male university students, Facebook has the potential to negatively affect female students' daily life more at large. Despite the popularity of Facebook, there has been very little research delving into the problem of Facebook addiction among female university students in Malaysia. This research henceforth aims to explore the relationship between female students' Facebook usage patterns, their attitudes and motives using Facebook and their correspondence with Facebook addiction.

This study employs the Technology Acceptance Model (TAM) and Uses and Gratifications Theory (U&G) in the examination of the attitudes and motives for the students' use of Facebook.

This study adopts the quantitative research method by using questionnaire surveys as the research instrument for data collection. Convenience sampling technique is also applied to the sample selection of the respondents. A self-administered questionnaire was distributed to a total of 380 female students from Universiti Kebangsaan Malaysia (UKM) and Universiti Tenaga Nasional (UNITEN). The data collected were then analyzed with a computer software that is the *Statistical Package for Social Science* (SPSS version 19.0). This research also conducts a number of other statistical procedures in the survey which include normality test, descriptive analysis, correlation and regression test.

The findings of this study reveal that there are positive and significant associations between the female students' Facebook usage patterns, their attitudes and motives for Facebook use with Facebook addiction. Additionally, the findings indicate that the combination of hours per day, days per week, perceived usefulness, passing-time, entertainment, companionship and social interaction contribute more to Facebook addiction among female university students. It is also found that the hour per day Facebook use is the major contributor to the level of Facebook addiction among female university students. It can be also concluded from the research that a huge number of female university students are highly addicted to Facebook.

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

**HUBUNGAN SIKAP DAN PENGGUNAAN FACEBOOK DENGAN  
KETAGIHAN FACEBOOK DALAM KALANGAN PELAJAR WANITA  
MALAYSIA DI UNIVERSITI**

Oleh

**SHARIFAH SOFIAH BT SYED ZAINUDIN**

**Januari 2013**

**Pengerusi: Profesor Madya Siti Zobidah Omar, PhD**

**Fakulti: Bahasa Moden dan Komunikasi**

*Facebook* adalah salah satu laman web sosial yang paling popular di kalangan pelajar perempuan di universiti untuk berinteraksi dan bersosial secara *online*. Walau bagaimanapun, penggunaan *Facebook* yang berlebihan telah membawa kepada fenomena ketagihan Facebook di Malaysia. Ia berpotensi untuk memberikan kesan negatif terhadap kehidupan seharian pelajar perempuan berbanding dengan pelajar lelaki. Di sebalik populariti *Facebook*, masih kurang perhatian yang diberikan terhadap kajian mengenai ketagihan *Facebook* di Malaysia. Penyelidikan ini bertujuan untuk mengetahui hubungan di antara pola penggunaan *Facebook*, sikap dan motif penggunaan *Facebook* dalam kalangan pelajar perempuan dengan ketagihan *Facebook*. Kajian ini menggunakan Teori Penerimaan Teknologi (TAM) dan Teori Penggunaan dan

Pemenuhan Kepuasan (U&G) untuk mengenal pasti jenis-jenis sikap dan motif terhadap penggunaan *Facebook*.

Kajian ini mengaplikasikan kaedah penyelidikan kuantitatif yang menggunakan borang soal selidik sebagai instrumen untuk pengumpulan data. Kaedah persampelan mudah telah digunakan dalam pemilihan sampel responden. Borang soal selidik kendalian diri telah diedarkan kepada sejumlah 380 pelajar perempuan di Universiti Kebangsaan Malaysia (UKM) dan Universiti Tenaga Nasional (UNITEN). Data telah dianalisis dengan menggunakan Pakej Statistik untuk Sains Sosial versi 19.0. Beberapa prosedur statistik yang digunakan dalam kajian ini termasuklah ujian kenormalan, analisis deskriptif, korelasi dan ujian regresi.

Hasil kajian menunjukkan bahawa terdapat hubungan positif yang signifikan di antara pola penggunaan *Facebook*, sikap dan motif penggunaan *Facebook* dalam kalangan pelajar perempuan dengan ketagihan *Facebook*. Selain itu, hasil kajian ini menunjukkan bahawa kombinasi antara jam setiap hari, jumlah hari dalam seminggu, persepsi penggunaan, masa lapang, hiburan, persahabatan dan interaksi social adalah penyumbang terbesar terhadap ketagihan *Facebook* dalam kalangan pelajar perempuan di universiti. Sementara itu, jumlah jam penggunaan *Facebook* adalah penyumbang utama terhadap tahap ketagihan *Facebook* dikalangan pelajar perempuan. Kesimpulannya, sejumlah besar pelajar perempuan mengalami ketagihan yang tinggi terhadap *Facebook*.

## ACKNOWLEDGEMENTS

First and foremost, I gratefully thank Merciful and Almighty Allah to be the source of all strength and patience to accomplish this work. Alhamdulillah, with His blessing I have the ability to finish this thesis even though there are so many obstacles that I had to go through during the completion of this thesis.

I would like to express my gratefulness and sincerely thank to my supervisor, Assoc. Prof. Dr. Siti Zobidah Omar for her invaluable assistance and guidance throughout the process of thesis writing; for her generosity in sharing her knowledge and thoughts. I am also indebted to my supervisory committee members, Assoc. Prof. Dr. Jusang Bulong and Dr. Mohd Nizam Osman for their close readings, constructive comments, encouragement and generous support of this research. My appreciation also goes to all the lecturers in the Department of Communication, Faculty of Modern Languages and Communication, UPM for their knowledge.

Additionally, I would like to express my utmost appreciation to Universiti Putra Malaysia (UPM) for financial assistance and co-operation throughout the study. I also gratefully acknowledge the Ministry of Higher Education (MOHE) for granting the opportunity to pursue my study to the highest level.



Words are not enough to express my gratitude and deepest thanks to my family specially to my loving sisters and brothers whose always support me through the thick and thin; to my lovely husband Yusof, who made this thesis comes true; for friends whose always share smiles and tears-without whose support finishing this work seem unbelievable. Thank You.

**SHARIFAH SOFIAH BT SYED ZAINUDIN**



© COPYRIGHT UPM

I certify that a Thesis Examination Committee has met on 7 January 2013 to conduct the final examination of Sharifah Sofiah Bt Syed Zainudin on her thesis entitled “Relationship between Facebook Usage and Attitude with Facebook Addiction Among Malaysian Female University Students” in accordance with the Universities and University College 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.

Members of the Thesis Examination Committee were as follows:

**Dr. Zulhamri bin Abdullah, PhD**

Associate Professor  
Faculty of Modern Languages and Communication  
University Putra Malaysia  
(Chairman)

**Md Salleh bin Hj Hassan, PhD**

Professor  
Faculty of Modern Languages and Communication  
University Putra Malaysia  
(Internal Examiner)

**Megat Al-Imran bin Yasin, PhD**

Senior Lecturer  
Faculty of Modern Languages and Communication  
University Putra Malaysia  
(Internal Examiner)

**Adnan Hussein, PhD**

Professor  
School of Communication  
Universiti Sains Malaysia  
(External Examiner)

---

**SEOW HENG FONG, PhD**

Professor and Deputy Dean  
School of Graduate Studies  
Universiti Putra Malaysia

Date: 21 March 2013

This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted in fulfilment of the requirement for the degree of Master of Science. The members of Supervisory Committee were as follows:

**Siti Zobidah bt Omar, PhD**

Associate Professor  
Faculty of Modern Languages and Communication  
Universiti Putra Malaysia  
(Chairman)

**Jusang bin Bolong, PhD**

Associate Professor  
Faculty of Modern Languages and Communication  
Universiti Putra Malaysia  
(Member)

**Mohd Nizam bin Osman, PhD**

Senior Lecturer  
Faculty of Modern Languages and Communication  
Universiti Putra Malaysia  
(Member)

---

**BUJANG BIN KIM HUAT, PhD**

Professor and Dean  
School of Graduate Studies  
Universiti Putra Malaysia

Date:

## 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.

---

**SHARIFAH SOFIAH BT SYED ZAINUDIN**

Date: 7 January 2013

## TABLE OF CONTENTS

	<b>Page</b>
<b>ABSTRACT</b>	iii
<b>ABSTRAK</b>	v
<b>ACKNOWLEDGEMENTS</b>	vii
<b>APPROVAL</b>	ix
<b>DECLARATION</b>	xi
<b>LIST OF TABLES</b>	xv
<b>LIST OF FIGURES</b>	xvii
<b>LIST OF ABBREVIATIONS</b>	xviii
<b>CHAPTER</b>	
<b>1 INTRODUCTION</b>	
1.1 Background of the Study	1
1.1.1 Facebook Growth in Malaysia	3
1.1.2 Female Own Top Position in Majority of Facebook Users	6
1.2 Statement of the Research Problem	11
1.3 Research Questions	15
1.4 Research Objectives	16
1.5 Significance of the Study	16
1.6 Scope/Limitations of the Study	19
1.7 Definition of Keywords	20
1.8 Summary	23
<b>2 LITERATURE REVIEW</b>	
2.1 Facebook and Computer-Mediated Communication (CMC)	24
2.2 Female and Information and Communication Technology (ICT) in Malaysia	26
2.3 Facebook: An overview	30
2.4 Female Facebook Users	33
2.5 Facebook Popularity through Mobile	35
2.6 Facebook usage patterns	36
2.7 Motives for using Facebook	40
2.8 Attitudes toward Facebook	43
2.9 Facebook addiction	47

2.10	Past Research Findings	51
2.11	Related Theories	58
	2.11.1 Technology Acceptance Model (TAM)	59
	2.11.2 Uses and Gratifications Theory (U&G)	63
2.12	Relationship between Theory and research	68
2.13	Conceptual Framework	71
2.14	Research Hypothesis	73
2.15	Summary	74
<b>3</b>	<b>METHODOLOGY</b>	
3.1	Research Design	75
3.2	Location of the Study	76
3.3	Population and Sampling Procedures	77
3.4	Developing of Research Instruments	81
	3.4.1 Part A: Demography background	82
	3.4.2 Part B: Facebook usage patterns	82
	3.4.3 Part C: Attitudes toward Facebook	83
	3.4.4 Part D: Motives for Facebook use	83
	3.4.5 Part E: Facebook addiction	84
3.5	Validity and Reliability of the Instrument	84
	3.5.1 Pre-testing of Questionnaire	85
3.6	Operationalization of Research Variables	88
3.7	Data Collection Method	91
3.8	Data Analysis	93
3.9	Summary	95
<b>4</b>	<b>RESULTS AND DISCUSSION</b>	
4.1	Demographic Information of the Respondents Gender, Age, Race, Marital status, Monthly household income, University, Current level of education, Year of study and Discipline of study	96
4.2	Facebook Usage Patterns	102
	4.2.1 Facebook Usage Patterns	103
	4.2.2 Facebook Usage Patterns	107
4.3	Attitudes toward Facebook	112
	4.3.1 General attitudes toward Facebook	112
	4.3.2 Perceived usefulness toward Facebook	114
	4.3.3 Perceived ease of use toward Facebook	116
4.4	Motives for Facebook Use	118
	4.4.1 Social Interaction	119
	4.4.2 Passing Time	121
	4.4.3 Entertainment	123
	4.4.4 Companionship	125

4.4.5	Communication	126
4.5	Facebook Addiction	129
4.6	Relationship between Facebook Usage patterns and Facebook addiction	133
4.6.1	Time per day and Facebook Addiction	133
4.6.2	Hour per day and Facebook Addiction	134
4.6.3	Day per week and Facebook Addiction	134
4.7	Attitudes and Facebook Addiction	135
4.7.1	Perceived Usefulness and Facebook Addiction	135
4.7.2	Perceived Ease of Use and Facebook Addiction	136
4.8	Motives for Facebook Use	137
4.8.1	Social Interaction and Facebook Addiction	137
4.8.2	Passing Time and Facebook Addiction	138
4.8.3	Entertainment and Facebook Addiction	138
4.8.4	Companionship and Facebook Addiction	139
4.8.5	Communication and Facebook Addiction	139
4.9	Regression Analysis of Facebook Usage Patterns, Attitudes and Motives for Facebook Use with Facebook Addiction	140
4.10	Summary	147
<b>5</b>	<b>SUMMARY, CONCLUSION AND RECOMMENDATIONS FOR FUTURE RESEARCH</b>	
5.1	Summary of the study	148
5.2	Findings	152
5.3	Conclusion of the study	155
5.4	Implications and recommendations	157
5.5	Suggestions for future research	162
	<b>REFERENCES</b>	167
	<b>APPENDICES</b>	190
	<b>BIODATA OF STUDENT</b>	194
	<b>LIST OF PUBLICATIONS</b>	195