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

SHARIFAH SOFIAH BT SYED ZAINUDIN

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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

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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 Modern 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 sehari-hari 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*.


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*. 
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Thank You.

SHARIFAH SOFIAH BT SYED ZAINUDIN
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.

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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:

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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
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