



UNIVERSITI PUTRA MALAYSIA

***GRATIFICATION SOUGHT AND OBTAINED IN SMARTPHONE
USAGE AMONG UNDERGRADUATES IN SELANGOR, MALAYSIA***

NOOR MAYUDIA MOHD MOTHAR

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**DOCTOR OF PHILOSOPHY
UNIVERSITI PUTRA MALAYSIA**

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AMONG UNDERGRADUATES IN SELANGOR, MALAYSIA**

By

NOOR MAYUDIA MOHD MOTHAR

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,
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in fulfillment of the requirement for the degree of Doctor of Philosophy

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NOOR MAYUDIA BT MOHD MOTHAR

July 2013

Chair: Mohd Nizam Bin Osman, PhD

Faculty: Modern Languages And Communication

The smartphone is used to search for information, sought entertainment, integrated in social interaction, as well as represents personal identity. This study applies the Uses and Gratification Theory to explain the gratification sought and obtained from the use of smartphones from the McQuail's (1983) typologies such as information, personal identity, integration and social interaction, and entertainment. This study determined the rank of importance between the four typologies for these youth, and also the influenced of the smartphone has in youth's perception towards these typologies. Furthermore, this study also identified the roles of the smartphone in shaping the way youth behave towards these typologies, and to determine the consequences the smartphone usages have on them. The research involved undergraduates of public as well as private universities between the ages 18-27 years old. 385 respondents were involved in this research and purposive sampling was used in the sample selection. The study was conducted on youths specifically undergraduate students who owned smartphones and living in the urban area. This is a quantitative research that conclusive of structured survey questionnaire that was

distributed to the samples that aimed to seek the information that describe youths' demographic, and which typologies are ranked the most important. The statistical procedures used include descriptive, and inferential statistics. The results revealed that Personal Identity was the most important typology and it was also identified as the reason why the respondents used their smartphone. The relationship between Gratification Sought and Gratification Obtained for Personal Identity is strongly positive. McQuail's typology of Gratification Sought and Gratification Obtained from the media was proved to be important for this research as it helps to clarify the question regarding the smartphone's usage and its significance to the respondents.

Keyword: smartphone, uses and gratification, personal identity

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia
sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

**KEPUASAN DICARI DAN DIPEROLEHI DALAM PENGGUNAAN
SMARTPHONE DI KALANGAN MAHASISWA SELANGOR, MALAYSIA**

Oleh

NOOR MAYUDIA BT MOHD MOTHAR

Julai 2013

Pengerusi: Mohd Nizam Bin Osman, PhD

Fakulti: Bahasa Moden dan Komunikasi

Telefon pintar digunakan untuk tujuan mencari maklumat, mencari hiburan, interaksi sosial, serta mewakili identiti peribadi. Kajian ini mengguna pakai Teori Penggunaan dan Pemuasan Kehendak bagi menjelaskan kepuasan yang dicari dan diperolehi dari penggunaan telefon pintar mengikut tipologi McQuail (1983) yang terdiri daripada maklumat, identiti peribadi, integrasi dan interaksi sosial, dan hiburan. Kajian ini telah menentukan kedudukan kepentingan antara empat tipologi, dan juga pengaruh telefon pintar terhadap persepsi remaja tentang tipologi ini. Selain daripada itu, kajian ini juga mengenal pasti peranan telefon pintar dalam membentuk tingkahlaku remaja terhadap tipologi, serta kesan penggunaan telefon pintar terhadap mereka. Kajian ini melibatkan pelajar ijazah sarjana muda yang berumur dari 18-27 tahun dari universiti awam dan swasta. Seramai 385 responden telah mengambil bahagian dalam kajian ini dan persampelan bertujuan digunakan dalam pemilihan sample. Kajian ini telah dijalankan ke atas remaja khususnya mahasiswa yang memiliki telefon pintar dan tinggal di kawasan bandar. Kajian ini berbentuk kuantitatif membabitkan tinjauan menggunakan borang soal selidik berstruktur yang telah diedarkan kepada sampel bertujuan untuk mendapatkan maklumat bagi

menerangkan tentang demografi, dan juga kedudukan typologi terpenting. Prosedur statistik yang digunakan termasuk statistik deskriptif dan inferensi. Keputusan menunjukkan bahawa Pengenalan Peribadi adalah tipologi yang paling penting dan ia juga telah dikenal pasti sebagai sebab mengapa responden menggunakan telefon pintar mereka. Hubungan antara Kepuasan Dicari dan Kepuasan Diperolehi untuk Pengenalan Peribadi adalah amat positif. Tipologi McQuail terhadap Kepuasan Dicari dan Kepuasan Diperolehi dari media telah terbukti penting bagi kajian ini kerana ia membantu bagi menjelaskan persoalan tentang penggunaan telefon pintar dan kepentingannya kepada responden.

Kata kunci: telefon pintar, penggunaan dan pemuasan Kehendak, identiti peribadi

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One would never know of the suffering and heartache this journey could inflict upon a person or the sweet gratification one gets in managing to overcome the adversity and for that I would like to thank my self for persevering and surviving it all.



I certify that an Examination Committee has met on **9th July 2013** to conduct the final examination of **Noor Mayudia bt Mohd Mothar** on her **Doctor of Philosophy** thesis entitled "**Gratification Sought And Obtained In Smartphone Usage Among Undergraduates In Selangor, Malaysia** " 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 Doctor of Philosophy.

Members of the Examination Committee were as follows:

Associate Professor Dr. Abdul Mua'ti @ Zamri b Ahmad
Faculty Of Modern Languages And Communication
Universiti Putra Malaysia
(Chairman)

Associate Professor Dr. Siti Zobaidah bt Omar
Faculty Of Modern Languages And Communication
Universiti Putra Malaysia
(Internal Examiner)

Y. Bhg. Prof. Dr. Ezhar b Tamam
Faculty Of Modern Languages And Communication
Universiti Putra Malaysia
(Internal Examiner)

Noriah bt Omar, PhD
Assoc. Professor and Deputy Dean
School of Graduate Studies
Universiti Putra Malaysia

Date:

This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfillment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee were as follows:

Mohd Nizam Bin Osman, PhD

Senior Lecturer

Faculty Of Modern Languages And Communication

Universiti Putra Malaysia

(Chairman)

Md Salleh B Hj Hassan, PhD

Professor

Faculty Of Modern Languages And Communication

Universiti Putra Malaysia

(Member)

Musa Bin Abu Hassan, PhD

Professor

Fakulti Kepimpinan Dan Pengurusan

Universiti Sains Islam Malaysia

Malaysia

(Member)

BUJANG BIN KIM HUAT, PhD

Professor and Dean

School of Graduate Studies

Universiti Putra Malaysia

Date:

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Name and Matric No.: NOOR MAYUDIA BINTI MOHD MOTHAR GS21503

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- supervision responsibilities as stated in the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) are adhered to.

Mohd Nizam Bin Osman, PhD

Senior Lecturer

Department of Communication

Faculty of Modern Languages and Communication

Universiti Putra Malaysia

(Chairman)

Md Salleh Hj Hassan, PhD

Professor

Department of Communication

Faculty of Modern Languages and Communication

Universiti Putra Malaysia

(Member)

Musa Bin Abu Hassan, PhD

Professor

Faculty of Leadership and Management

Universiti Sains Islam Malaysia

(Member)

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