

THE USE AND ABUSE OF FACEBOOK BY GENERATION Y

**A Project report submitted to the College of Business in partial fulfillment of
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ABSTRAK

Tujuan utama kajian ini adalah untuk mengenalpasti faktor yang mempengaruhi Generasi Y terhadap penggunaan dan penyalahgunaan Facebook. Facebook adalah jaringan sosial yang telah menarik jutaan pengguna dalam dunia siber setiap hari untuk tujuan menjalin dan mengekalkan hubungan. Di dalam kajian ini terdapat empat objektif yang dibentuk untuk menilai kepentingan Facebook dalam konteks Generasi Y di Malaysia. Objektif utama ialah untuk mendedahkan bagaimana Facebook menjadi perantara bagi Generasi Y untuk terus mengekalkan hubungan dengan sahabat lama tidak kira di mana mereka berada. Hasil dari kajian ini telah mengenalpasti bahawa Facebook dapat menjalin dan mengekalkan hubungan Generasi Y dalam komuniti maya adalah signifikan dan Facebook juga mempunyai hubungan kait dengan kehidupan sosial Generasi Y. Walaubagaimanapun, kajian ini menunjukkan hubungan tidak signifikan di antara Facebook dengan pemboleh ubah aktiviti kolej dan universiti. Kesimpulan keputusan dari kajian ini mendapati Facebook adalah salah satu jaringan sosial yang memainkan peranan penting bagi pengguna di Malaysia. Data yang diperolehi dari borang soal selidik di analisis dengan menggunakan SPS (Statistical Package for Social Science Software). Seterusnya kajian ini menunjukkan hasil yang diperolehi, limitasi dan juga pendekatan yang diperlukan untuk kajian seterusnya terhadap topik ini.

ABSTRACT

The purpose of this research is to determine the factors that influence Generation Y on the use and abuse of Facebook. Facebook is one of the social network sites (SNSs) that increasingly attracted millions of user in the CyWorld, many have used these sites into their daily practices to establish or maintain their social networks connections with others.

In this study, there are four objectives are constructed to evaluate the importance of Facebook in Malaysian context. First objective revealed that Facebook become an important medium for generation Y to stay in touch with old friends and those at other schools regardless where there are. The finding of this study has identified that relationship maintenance and virtual community were significantly related to social life and Facebook. However, college/ universities activities variable were insignificant. In conclusion, the results of the findings are revealed that Facebook is one of the social network sites (SNSs) play an important roles for many users in Malaysian context. In addition, data gathered from the questionnaires is analyzed by using Statistical Package for Social Science Software (SPSS). The paper finally presents the outcome of the study, together with the limitations and avenues for further research of this emerging topic.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

The purpose of this research is to determine the factors that influence Generation Y (Gen Y) on the use and abuse of Facebook. It has been reported that in News Straits Times, August 2010 there were many youth addicted to Facebook and it is said that the social network sites (SNSs) have a lot of impact in Gen Y daily life. Due to heavy usage of Facebook, research has been done to analyze the network on line application. There is a positive relationship between certain kinds of Facebook use and the maintenance of social capital. However, there are clearly some image management problems experienced by students, the potential does exists for privacy abuse (Ellison, Lampe & Steinfield, 2007). Sheldon (2008), found that people go to Facebook to fulfill needs traditionally fulfilled by other media but for their interpersonal communication needs first (relationship maintenance). (Ashwin, Bednal &Icoz, 2008) reported there are both positive and negative aspects of online activities using social network sites.

Wiederhold and Riva (2009) Out of the students in the four countries (United Kingdom, France, Turkey and Sweden), 89 percent using Facebook, 59 percent using MSN and 10 percent MySpace. The exponential growth of SNSs appears to respond to two opposing tendency, on one hand, social web meet the need of contact, facilitating relationships and psychological well being, on the other hand SNSs appear to accentuate individualism and self-absorption, characteristics of modernity. Users are becoming self-centered,

The contents of
the thesis is for
internal user
only

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