

**A STUDY ON INFORMATION REVELATION AND INTERNET
PRIVACY CONCERN ON SOCIAL NETWORK SITES OF
FACEBOOK: A CASE STUDY OF NON-TRAINED SUBSTITUTE
TEACHERS OF UNIVERSITI UTARA MALAYSIA**

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ABSTRACT

The purpose of this study is to determine the relationship between Internet privacy concerns and information revelation on Facebook among non-trained substitute teachers of Universiti Utara Malaysia. Facebook is one of the social network sites that increasingly attract millions of users in the cyber world, many have used this site into their daily practice to establish or maintain their social networks connection with others.

In this study, there are five objectives constructed to evaluate the relationship between Internet privacy concerns and information revelation on Facebook. The findings revealed that there are no relationships between Internet privacy concerns and information revelation on Facebook. Data are gathered using questionnaires and analysed 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 future research of this topic.

Keywords: Facebook, Internet privacy concerns, information revelation, social network sites.

**KAJIAN TENTANG KEPERIHATINAN TERHADAP PRIVASI INTERNET DAN
PENDEDAHAN MAKLUMAT DI DALAM LAMAN RANGKAIAN SOSIAL
FACEBOOK: KAJIAN KES DALAM KALANGAN GURU SANDARAN
TIDAK TERLATIH DI UNIVERSITI UTARA MALAYSIA**

ABSTRAK

Tujuan kajian ini adalah untuk menentukan hubungan antara keperihatinan terhadap privasi Internet dan pendedahan maklumat di dalam Facebook di kalangan guru sandaran tidak terlatih di Universiti Utara Malaysia. Facebook merupakan salah satu laman rangkaian sosial yang semakin menarik berjuta-juta pengguna di dunia siber, ramai yang telah menggunakan laman ini di dalam rutin harian mereka untuk mewujudkan jaringan rangkaian sosial.

Dalam kajian ini, terdapat lima objektif yang dibina untuk menilai hubungan antara keperihatinan terhadap privasi Internet dan pendedahan maklumat mengenai Facebook. Dapatan kajian menunjukkan bahawa tidak terdapat hubungan antara keperihatinan terhadap privasi Internet dan pendedahan maklumat di Facebook. Data dikumpulkan dengan menggunakan soal selidik dan dianalisis dengan menggunakan Pakej Statistik untuk Perisian Sains Sosial (SPSS). Kertas yang akhirnya membentangkan hasil kajian bersama-sama dengan had dan ruang untuk penyelidikan masa depan topik ini.

Kata kunci: Facebook, keperihatinan terhadap privasi Internet, pendedahan maklumat, laman rangkaian sosial.

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CHAPTER 1

RESEARCH PROBLEM

1.1 Introduction

Social network sites have become increasingly popular, with an estimation of 80 to 90 percent of students actively participating in services such as Myspace, Friendster and Facebook (Strater & Richter, 2007). What makes students attracted to social network sites is their ability to converse with friends, share digital cultural artifacts and ideas, and connect to vast networks of people (Boyd & Heer, 2006). Regardless of these potential advantages, academicians and medias have raised concerns about the risks associated with the disclosure of personal information on social network sites (Barnes, 2006; Govani & Pashley, 2005; Gross & Acquisti, 2005).

1.2 Background of the Study

Facebook is one of the social network sites that progressively attract millions of Internet users in the cyberspace. Many have used this site into their daily practices to establish or maintain their social network connections with others. Facebook implemented an extensive range of features; a visible profile that display profile picture, current status and posts, photo albums, birthdays, group messages, an account setting and privacy setting. Facebook also offers a possibility to find a person that have Yahoo or Hotmail e-mail address that also have Facebook account. This page can be oriented towards education-related context, romantic relationship, linking people with common interests such as

The contents of
the thesis is for
internal user
only

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