ONLINE INFORMATION REVELATION AND PRIVACY ON
INTERNET- BASED SOCIAL NETWORK OF FACEBOOK:
A CASE OF UUM POSTGRADUATE STUDENTS

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ABSTRACT

The purpose of this study was to evaluate the online information revelation and privacy on internet based social network of Facebook of UUM postgraduate students. It was hypothesized that there is significant relationship between four factors which are concern for internet privacy, concern about unwanted audiences, personal network size and frequency of Facebook use. The survey were used for gathers the data from respondents for this study that were consisted of 306, as refers to UUM postgraduate students that study at UUM Kuala Lumpur campus. There were 52.9% female and 47.1% male ranging from 20-40 years old. The data was collected and analyzed using Exploratory Factor Analysis (EFA), descriptive and regression analysis. EFA used to identify which factors that influence the online information revelation. While descriptive analysis test was used to examine students privacy protection strategies. Finally the regression analysis test is to investigate the association between independent variables and dependent variables. The finding indicated that frequency of facebook use have the highest mean compared to others factors. It shows that frequency of facebook use was the most affected factors to the online information revelation and internet privacy of UUM postgraduate students. Moreover others factors show that positively association with information revelation. Lastly the student have their own privacy strategies to protect themselves. The most often practiced by the students are the use of private email messages, exclusion of personal information and altering default privacy setting.
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# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>PERMISSION TO USE</th>
<th>iii</th>
</tr>
</thead>
<tbody>
<tr>
<td>DISCLAIMER</td>
<td>iv</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>v</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENT</td>
<td>vi</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>vii</td>
</tr>
</tbody>
</table>

## CHAPTER ONE: INTRODUCTION  
1-7

1.0 Background of the Study  
1.1 Problem Statement  
1.2 Research Objectives  
1.3 Research Questions  
1.4 Significance of the Study  
1.5 Summary

## CHAPTER TWO: LITERATURE REVIEW  
8-54

2.0 Introduction  
2.1 Background  
   2.1.1 Social Network and Facebook  

2.2 Literature Review  
   2.2.1 Social Network on Social Relationship  
   2.2.2 Social Networking as Social Function  
   2.2.3 Social Network as Platform of Interaction  
   2.2.4 Social Network and Online Activity  
   2.2.5 Social Network and Internet  
   2.2.6 Social Network and Daily Life
2.3 Conclusion

CHAPTER THREE: RESEARCH METHODOLOGY 55-59

3.0 Introduction
3.1 Research Framework and Variables Selection
3.2 Hypothesis Setting
3.3 Sampling
3.4 Questionnaire Development
3.5 Pilot Test Results
3.6 Statistical Method
3.7 Summary

CHAPTER FOUR: RESULTS AND ANALYSES 60-68

4.0 Introduction
4.1 Overall Reliability Test
4.2 Demographic Profile
4.3 Mean and Standard Deviation for four variables
4.4 Mean and Standard Deviation for Privacy Protection Strategies
4.5 Regression Analysis
4.6 Exploratory Factor Analysis
4.7 Conclusion

CHAPTER FIVE: DISCUSSION AND FUTURE RESEARCH 69-73

5.0 Introduction
5.1 Limitation
5.2 Discussion
5.3 Future Research
5.4 Conclusion

REFERENCES

APPENDICES
CHAPTER ONE

INTRODUCTION

1.0 Background of the Study

Social network sites (SNSs) is a web-based service that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site. Boyd & Ellison (2007). The uniqueness of social network sites is not that they allow individuals to meet unfamiliar person, but to a certain extent that they enable users to articulate and make visible their social networks.

Before joining an SNS, an individual is asked to fill out forms containing a series of questions. The profile is generated using the answers to these questions, which typically include descriptors such as age, location, interests, and an "about me" section. Most sites also encourage users to upload a profile photo. Some sites allow users to enhance their profiles by adding multimedia contents or modifying their profile's interface. (Sundén, 2003, p. 3) Others, such as Facebook, allow users to add modules ("Applications") that enhance their profile. The visibility of a profile differs by site and according to users’ discretion. By default, profiles on Friendster and Tribe.net are crawled by search engines, making them visible to anyone, regardless of whether or not the viewer has an account. Alternatively, LinkedIn controls what a viewer may perceive based on whether she or he has a paid account. Sites like MySpace allow users to prefer
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74


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