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INFORMATION REVELATION AND INTERNET PRIVACY ON MOBILE SOCIAL NETWORK SITE (FACEBOOK): A CASE OF UNDERGRADUATE STUDENTS IN SCHOOL OF BUSINESS MANAGEMENT, UUM

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INFORMATION REVELATION AND INTERNET PRIVACY ON MOBILE SOCIAL NETWORK SITE (FACEBOOK): A CASE OF UNDERGRADUATE STUDENTS IN SCHOOL OF BUSINESS MANAGEMENT, UUM

By

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Pusat Pengajian Pengurusan Perniagaan
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ABSTRACT

This study was about information revelation and internet privacy on mobile social network focusing on Facebook as a most popular social media network. Data were collected using traditional method of questionnaire from a group of 150 undergraduate students in School of Business Management (SBM), UUM that are registered as Facebook user and having active Facebook account. Relationship between Facebook profile elements revelation (relationship status, birthday, education level, photo sharing, and real name) were tested with some other variable such as log on activity, network size, concern about internet privacy, and profile visibility using Crosstabulation and correlation test. Relationship between Facebook profile elements and demographic variable (age and gender) also tested using correlation test. After test has been done, there are significant relationship between education level revelation with personal network size and frequency of Facebook log in-

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

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KAJIAN TENTANG PENDEDAHAN INFORMASI DAN PRIVASI INTERNET DI APLIKASI MEDIA SOSIAL (FACEBOOK):KAJIAN KES TERHADAP PELAJAR SARJANA MUDA DI PUSAT PENGAJIAN PENGURUSAN PERNIAGAAN UUM

ABSTRAK

Kajian ini adalah tentang penyataan maklumat dan privasi internet di aplikasi rangkaian sosial mudah alih yang memberi tumpuan kepada Facebook sebagai rangkaian media sosial yang paling popular. Data dikumpul menggunakan kaedah soal selidik dari sekumpulan 150 pelajar sarjana muda dari Pusat Pengajian Pengurusan Perniagaan (SBM), UUM yang berdaftar sebagai pengguna Facebook dan mempunyai akaun Facebook aktif. Hubungan antara elemen profil Facebook yang didedahkan kepada umum (status, hari lahir, tahap pendidikan, perkongsian foto, dan nama sebenar) diuji dengan beberapa pembolehubah lain seperti kekerapan log masuk, saiz rangkaian, kecenderungan mengenai privasi internet, dan pendedahan profil menggunakan Crosstabulation dan ujian korelasi. Hubungan antara elemen profil Facebook dan pembolehubah demografi (umur dan jantina) juga diuji menggunakan ujian korelasi. Setelah ujian telah dilakukan, terdapat hubungan yang signifikan antara pendedahan tahap pendidikan dengan saiz rangkaian dan kekerapan log masuk Facebook.

Kata kunci : Facebook, kebimbangan privasi Internet, pendedahan maklumat, media sosial

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NORHANIL HEKMAH BINTI ROSLI
June 4, 2018

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter will discuss the introduction of information revelation, internet privacy, and mobile social network in general as a background of this research. It will also explain the problem statement by taking into account the previous study to find out why this problem occurs and to state the objective of the study with the issue of relationship between information revelation on Facebook and frequency of Facebook log on activity, personal network size, concern for internet privacy, profile visibility, and concern for unwanted audiences. Last but not least, authors will brief the significance of this research implemented and this chapter will be wrapped up with the summary of the chapter.

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1.2 Background of the Study

Sharing of personal information in the virtual world is not too bad if it does not negatively impact the user. In fact, it makes it easier for other virtual world users to track the characteristics of individuals who have similarities with them to communicate with each other in a positive way. It becomes a concern if the publicly disclosed information is used by a particular party with bad purpose and affects the user. Saieed, (2017) through The Star Newspaper reported fraud cases detected in cyberspace jumped 20% last two years compared to 2015 also 2,428 cybercrime incidences reported between January and April of 2017; estimated will be increasingly challenging due to the exponential growth of

The contents of the thesis is for internal user only

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APPENDIX A

Pilot Test Results

Reliability test was run to measure the internal consistency of the data. Taking the words of Teijlingen & Hundley, (2001), pilot test was a crucial element of a good study design and increase the likelihood by fulfill a range of important functions. In order to obey the rules of research protocols, data collection instruments, sample recruitment strategies, and other research techniques in preparation for a larger study (Hassan, Schattner, & Mazza, 2006), Cronbach Alpha value from SPSS were referred in purpose to measure the strength of consistency. Many methodologists recommend a minimum α coefficient between 0.65 and 0.8 (or higher in many cases); α coefficient that are less than 0.5 are usually unacceptable (Goforth, 2015). In this research, pilot test had done to the data collected and below are the result of Cronbach Alpha:

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Reliability test (Cronbach Alpha)

Reliability Statistics

Cronbach's Alpha	N of Items
.790	25

Hence, from the table above, we can see that the value of alpha is 0.79 which was near to 1. So, the data is reliable and valid to further this research.