UNIVERSITI TEKNOLOGI MARA

USAGE OF FACEBOOK AMONG THE PALESTINIAN STUDENTS IN MALAYSIA IN MAINTAINING RELATIONSHIPS

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Thesis submitted in fulfillment of the requirements for the degree of Master of Mass Communication

Faculty of Communication and Media Studies

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AUTHOR’S DECLARATION

I declare that the work in this thesis/dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

This research was conducted to explore the relationship between the Facebook usage and the Palestinian students in Malaysia in maintaining their relationships. This research aimed at examining the use motives and satisfactions for Facebook, and analyzing the maintenance of Relationships as a factor of Facebook use. Research followed uses and gratifications theory to achieve the research purpose by reviewing the model studies and by analyzing the quantitative data about information of the Palestinian students who study in Malaysia. 278 students were asked to fill the questionnaires that conducted based on the research questions. Results showed that the main purpose for using Facebook among the Palestinian student is to contact their relatives. In addition, the results indicated that the Palestinian students are satisfied with the Facebook as a tool that let them to maintain their relationships with their relatives, and it is considered one of the highest motives that the Palestinian students use the Facebook for.
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