UNIVERSITI TEKNOLOGI MARA

MAQASID-BASED PROTECTION ASSESSMENT MODEL FOR USER-GENERATED CONTENT

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Thesis submitted in fulfillment of the requirements for the degree of Doctor of Philosophy

Faculty of Computer and Mathematical Sciences

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I declare that the work in this thesis 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 topic 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

Social media applications allow users to not only generate their own content (user-generated content(UGC)) but also to share with other social media users. Due to the dynamics and real-time publications of social media, many social media users lack the ability to think deeply or to acknowledge the negative impacts of their content that could harm on themselves or others in similar situations. The purpose of this research is to investigate how social media users protect themselves and others whilst using various social media. Literature shows that the disseminated food-based UGC without a filtering phase as this may contain disinformation and misinformation that can lead to such risks as false rumours, deception, panic situations, loss of credibility and a loss of reputation. In contrast to Western humanistic theories, Islamic principles offers an integral spiritual facet on protection measures that may serve as a form of self-awareness and self-assessment instrument for social media users and their online activities. Thus, this study proposes a new protection assessment model based on the Maqasid Al-Shariah framework. The model accentuates the essentials (called darurriyat in Arabic) dimensions of Maqasid Al-Shariah, which embraces the protection of faith, life, intellect, property and posterity. The study will design a Maqasid-based protection assessment model (named the MQPA model) that will be used for personal food blogs because blogs are still a prime social media issue in Malaysia. Islamic educators and psychometrics experts have reviewed the proposed MQPA model. The MQPA model instrument has been employed as an online survey tool to gain insights from convenient sample of social media users, i.e. food bloggers. After the data was collected, it underwent the Rasch analysis. The results show that the protection of life, intellect and property are utmost noticeable traits whilst the protection of posterity and faith are the least. Meanwhile, safety brand personality and motivation usage are considered to be contradict in which the safety brand personality is the easiest influential factor on a social media users' decision about the food products and services under discussion. The protection profiling from the validated MQPA model portrays fresh recognition of the Maqasid-based protection behaviour element of the model. Moreover, this research has proven that the MQPA model is fit to be developed as a web-based visualization application. The MQPA prototype successfully displays the graphical frequency distribution of protection measures based on the Maqasid Al Shariah that vividly visualizes the Shariah friendliness of food-based UGC. The friendliness of the Maqasid-based protection model is an innovative way of self-safeguarding for social media users, especially Muslim users, to assist in thoughtful behaviour whilst dealing with vibrant and instant dissemination.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONFIRMATION BY PANEL OF EXAMINERS</td>
<td>ii</td>
</tr>
<tr>
<td>AUTHOR’S DECLARATION</td>
<td>iii</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>iv</td>
</tr>
<tr>
<td>ACKNOWLEDGMENT</td>
<td>v</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>vi</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>x</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>xi</td>
</tr>
</tbody>
</table>

## CHAPTER ONE: INTRODUCTION

1.1 Research Background                          1
1.2 Problem Statement                             3
1.3 Research Objectives                           4
1.4 Research Scope                                5
1.5 Research Paradigm                             6
1.6 Significance of Study                         7
1.7 Contributions                                 7
1.8 Structure of Thesis                           8

## CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction                                  11
2.2 Web 2.0 and Social Media                      11
   2.2.1 User Generated Content and its Anatomy   15
   2.2.2 Social Media Motivation Usages           16
   2.2.3 Food-related Content in Social Media     18
   2.2.4 Social Media Analytics                   19
   2.2.5 Social Media Behaviour                   19
2.3 Online Consumer Behaviour                     21
   2.3.1 Consumer Decision Process                22
   2.3.2 Consumer Perceptions and Information Processing 24
   2.3.3 Consumer Behaviour and Food Brand Personality 25
   2.3.4 Halal Food and Halal Brand Personality   26
2.4 Islamic Views: Shariah Frameworks             27