

UNIVERSITI TEKNOLOGI MARA

**THE ADDICTION OF SOCIAL
MEDIA AMONG THE GEN Y
PERSONNEL IN MALAYSIAN
QUALIFICATIONS AGENCY (MQA)**

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Dissertation submitted in partial fulfillment
of the requirements for the degree of
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AUTHOR'S DECLARATION

I declare that the work in this 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 dissertation 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

The social media started as a divine gift to the human society, it was meant to enlighten the human society by connecting them and giving some other benefits like transferring knowledge, making available all the information needed for human well-being, growth and prosperity. But as the social media becoming established and familiar to the people, it created its own set of problems. One of the key ones being social media. According to Dr. Jerald J. Block, from the Center for Internet Addiction, "social media addiction" affects as many as one in eight Americans. Block also defined social media addiction as a compulsive activity involving excessive use, withdrawal and negative repercussions including social isolation, lying, low achievement and fatigue. As the social media grows in Malaysia, social media addiction is surfacing as a key problem, particularly amongst the younger generation here. This research outlines a method to examine the level of social media addiction amongst Malaysian youth. The purpose of our study is to identify the use of social media among the Gen Y personnel in Malaysian Qualifications Agency (MQA) and the relation of excessive use to the addictive level. The researcher has devised an online survey to study the social media use among the Gen Y personnel in Malaysian Qualifications Agency (MQA). Apparently, the technology has the potential to harm or enhance the social skills and social life. Modern society has developed as autistic society. People tend to be more isolated even they are being surrounded by so much people around them. It can be said that there is lack of affective emotional contact with other people and there is tendency of insistence on sameness (keep on staring at their smart phone), abnormality of speech (less talk) high levels of visuospatial skills or rote memory (Baruch, 2000). Phenomena such as the virtual organization and extending telecommuting might create an autistic society where people are detached from one another (Peiperl and Baruch, 2000). They stated that "one view is that the society that results from these new ways of working may be severely disabled when it comes to interpersonal communication: an "autistic society" in which we become unaccustomed to dealing with others except in purely transactional ways; a global village of poor communicators." At the end of the day, this can lead to loss of productivity in the workplace and employers need to develop policies in order to ensure that the employees are focus on their work during the office hour. Besides, the employers could enhance digital literacy and awareness in the workplace so that the employees could have some limit especially on the internet usage (social media to be specific).

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