

**A STUDY ON MOTIVES AND FREQUENCY OF FACEBOOK
USE AMONG EMPLOYEES AT PUBLIC WORKS
DEPARTMENT SAMARAHAN DIVISION, SARAWAK**

AYUNI BINTI MUHAMAD BIDRY

**BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS.)
UNIVERSITI TEKNOLOGI MARA**

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Abstract

The purposes of this present study was to identify the relationship between motives and frequency of Facebook use among employees at Public Works Department Samarahan Division, Sarawak. It is also discovered that motives include entertainment motive, learning motive, boredom relief motive, interpersonal utility motive, escape motive and convenience motive are the consequences or motives of using Facebook. To this research, the researcher draws on sample set 175 employees from Public Works Department Samarahan Division, Sarawak. Effective feedback data from this study were obtained after sending out questionnaires to the respondents. With the help of SPSS 20.0 statistical software, the data from the sample set were analyzed. The target sample studied were 175 employees at Public Works Department Samarahan Division, Sarawak. A total of 175 questionnaires were distributed personally and the return rate only 129 questionnaires. The result indicates that entertainment motive has the highest relationship with frequency of Facebook use in Public Works Department Samarahan Division, Sarawak with the $.497^{**}$ and it has the relationship with frequency of Facebook use in Public Works Department Samarahan Division, Sarawak. Based on the findings, it is recommended that the motives have a relationship with frequency of Facebook use.

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Ayuni binti Muhamad bidry
 Faculty of Business Management
 Universiti Teknologi MARA (Sarawak)

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CHAPTER 1

INTRODUCTION

This chapter provides the introduction of this study and it consist other sections which are background of the study, statement of the problem, research objectives, and research questions. This chapter will discuss the significance and limitations of this study as well as the definition of terms.

Background of the Study

Today, networking sites such as MySpace, LinkedIn and Facebook have become hugely popular in the last few years. In July 2007, social networking sites occupied five of the top fifteen visited websites according to Alexa.com. On July 10, 2007, Facebook.com reported signing up its 30 millionth user, with a year on year increase in unique users of 89%. Social networking sites typically provide users with a profile space, facilities for uploading content (e.g. photos, music), messaging in various forms and the ability to make connections to other people. These connections (or .‘friends.’) are the core functionality of a social network site although most also provide opportunities for communication, the forming of groups, hosting of content and small applications(Adam N. Joinson, 2008).

According to Tasos Spiliotopoulos, Ian Oakley (2009), given this diversity, an effective way of understanding Facebook was by exploring motives for using the service via theoretical frameworks such as Uses and Gratifications (U&G). Facebook (FB) has increasingly become an essential part of the lives of people, particularly