

UNIVERSITI TEKNOLOGI MARA

**ADDICTIVE BEHAVIOUR ON SOCIAL MEDIA: A CASE
STUDY AT UNIVERSITI TEKNOLOGI MARA (UiTM) NEGERI
SEMBILAN SEREMBAN CAMPUS**

**NUR ELYANA NATASHA BINTI MOHD HAMEZE (2016734451)
MAHIRAH BINTI DATU SALLEH (2016307261)
NORAIN BINTI ABDULL HALIM (2016692674)**

Final Year Project Submitted in Partial Fulfillment of the Requirements
for the Degree of

BACHELOR OF SCIENCE (HONS) STATISTICS

FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

JULY 2019

ABSTRACT

The worldwide spread of technology enables people to use social media widely and rapidly without any limitations. Through social media, people around the world can easily interact and communicate with each other. Social media may give positive or negative impacts depending on how an individual manages to control it. In order to find out how people control the usage of social media, significant factors that may influence social media addiction need to be defined. The purpose of this research are to determine the significant factors related to the Addictive Behaviour on Social Media and to identify the most influential factor that contributes to social media addiction. The questionnaires were distributed to students at Universiti Teknologi MARA (UiTM) Seremban Campus. Stratified sampling technique was used to select 200 sample of respondents from Faculty of Administrative Science and Policy Studies (FSPPP), Faculty of Sport Science and Recreation (FSR) and Faculty of Computer Mathematical Science (FSKM) . 81% of the respondents were female and 19% were male. Structural Equation Modeling (SEM) was performed to generate the output in order to define the relation between independent variables which are Mobile Use, Daily Hour, Depression, Suicide Ideation and Positive Suicide Ideation with a dependent variable which is Addictive Behaviour on Social Media. It was concluded that only Depression and Daily Hour were significant factors that led to Addictive Behaviour on Social Media. Depression was found to be the most influential factor that led Addictive Behaviour on Social Media.

ACKNOWLEDGEMENTS

IN THE NAME OF ALLAH, THE MOST GRACIOUS THE MOST MERCIFUL.

Alhamdulillah and thank you to the Almighty Allah s.w.t for giving us strength and blessing in completed this project successfully. All grateful and prays to Allah, the one that ease every single hardship in completing this research.

We would like to extend our warm appreciation and gratitude to our supervisor Miss Siti Aishah Binti Mohd Shafie, for giving opportunity and guide us in making our project to be more easy. Without her dedicate assistance we may not able to complete the project within the stipulated times. We also would like to thank our lecturer, Madam Che Norhalila Binti Che Mohamed who taught us on this proposal.

Besides that, sincere thanks to our English Supervisor Tengku Farah Petri Binti Tengku Mahmood, for her willingness to edit our Final Year Report. We would like to thanks for who always support us especially our family and friends to help us on this project. Thanks a lot for their concern and guidance. Last but not least, thank to all of respondents who participated in our research. This research would not be complete without the help from them.

**NUR ELYANA NATASHA BINTI MOHD HAMEZE
MAHIRAH BINTI DATU SALLEH
NORAIN BINTI ABDULL HALIM**

TABLE OF CONTENTS

TOPIC	PAGE
ABSTRACT	i
ACKNOWLEDGEMENTS	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	vi
LIST OF FIGURES	viii
LIST OF APPENDICES	ix
LIST OF ABBREVIATION	x
CHAPTER 1: INTRODUCTION	
1.1 Introduction	1
1.2 Problem Statement	4
1.3 Research Objectives	5
1.4 Research Questions	5
1.5 Research Hypothesis	5
1.6 Scope and Limitation of Study	6
1.7 Significance of Study	6
CHAPTER 2: LITERATURE REVIEW	
2.1 Introduction	7
2.2 Daily Hours	7
2.3 Mobile Usage	8
2.4 Suicidal and Positive Ideation	10
2.5 Depression	11
CHAPTER 3: METHODOLOGY	
3.1 Introduction	13
3.2 Research Design	13
3.3 Population and Sample	14
3.4 Sampling Method	16

3.5	Data Collection Method	17
3.6	Research Instrument	18
3.7	Theoretical Framework	19
3.8	Pilot Study	20
3.9	Method of Analysis	21
3.9.1	Reliability Statistics	21
3.9.2	Descriptive Statistics	22
3.9.3	Exploratory Factor Analysis (EFA)	22
a)	KMO and Bartlett's Test	23
b)	Factor Extraction: Eigenvalues and Scree Plot	23
c)	Factor Rotation: Varimax	24
3.9.4	Structural Equations Modeling Method	25
3.9.5	Analyzing the Measurement Model	26
a)	Unidimensionality	26
b)	Validity	27
c)	Reliability	30
d)	Normality	30
3.9.6	Analyzing the Structural Model	31

CHAPTER 4: RESULT AND ANALYSIS

4.1	Introduction	32
4.2	Demographic Characteristic of The Respondents	32
4.2.1	Age	33
4.2.2	Gender	33
4.2.3	Education Level	34
4.2.4	Faculty	34
4.2.5	Daily Hours	35
4.2.6	Mobile Usage	35
4.3	Exploratory Factor Analysis (EFA)	36
4.3.1	KMO and Bartlett's Test	36
4.3.2	Scree Plot and Rotated Component	