



اَوْتُوْكَسِيْتِيْ تَتِكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**ASSOCIATIONS BETWEEN GENDER, PERSONALITY,
SELF-ESTEEM WITH UiTM SEREMBAN STUDENTS'
INSTAGRAM PROFILES**

**NUR TSARA BINTI ZULKIFLI
ROSFADILLA NUR BINTI ROSLI
SITI NURALEIYAH BINTI JAMAL**

**BACHELOR OF SCIENCE (HONS.) STATISTICS
FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES**

MARCH 2020

ABSTRACT

In the era where it is considered normal to post daily lives on social media, it is important to distinguish the key factor that decides how one presents themselves online. In this research 280 full-time degree students from Universiti Teknologi Mara (UiTM) were chosen as the sample. Quota sampling is used for this study where out of the 280 participants who take part in this study, 219 (78.21%) of the respondents were women and 61 (21.79%) of them were male. The data collection method used for this study is through online questionnaires since there is a current coronavirus pandemic, Covid-19 that is affecting the whole world. This research aims to determine the association between gender, personality, and self-esteem with UiTM students' Instagram profiles. The Instagram profile is determined through the number of followers, the number of followings, and the number of posts on each respondent's Instagram. Mann-Whitney test, Kruskal-Wallis test, and pairwise comparison are used for this study since the data is not normally distributed. Based on the results, the number of posts on Instagram is found to be associate with low extraversion of personality. In other words, students with low extraversion personality tend to post more on their Instagram account.

ACKNOWLEDGEMENT

First and foremost, we would like to sincerely give gratitude to the almighty Allah SWT for blessing us with the ability to successfully finish this final year project and blessing us with the people that are very helpful and supportive throughout this research process. Next, we would also like to thank our supervisor, Puan Nurul Aini Binti Abdul Wahab for the never-ending support, encouragement, and help she provided us, from start to finish. Not being forgotten is Puan Nur Hidayah Binti Mohd Razali who also provided immense help and support for us in preparing the proposal of this research, before we follow through with the actual thesis and completing it. Equally important is Dr. Nurul Nisa' Binti Khairul Azmi, who provided guidance and help whenever we needed it. We would not have been able to complete this final year project without the assistance of these remarkable lecturers who were never tired of providing guidance and support.

We also sincerely thank the administration staff of Universiti Teknologi Mara (UiTM) Seremban for providing us the number of students on the campus. Without their help, this research would not have been able to make any progress from the start. Moreover, we would like to thank our classmates from CS2415B and CS2416B2 for their help and support in finishing this final year project research. Finally, we would like to thank our parents for their patience and support during the busy days.

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